Thursday, August 8, 2024

7:30 to 8:30 a.m. / Th001

Association for Education in Journalism and Mass Communication

Business Session

Council of Division Plaque/Certificate Pickup

Moderating/Presiding

Samantha Higgins, AEJMC Central Office

Representative from all DIG groups will stop by and pick up any plaques, certificates, etc. This is a mandatory meeting.

7:30 to 10 a.m. / Th002

Association of Schools of Journalism and Mass Communication

Business Session

ASJMC Executive Committee Meeting

Moderating/Presiding

Johnny Sparks, Ball State, 2023-24 President, ASJMC

8:30 to 10 a.m. / Th003

Advertising Division and Council of Affiliates

PFR Panel Session

Ask Mentors Anything: Networking and Mentorship for Graduate Students and Early Career Scholars
Navigating Academic Pathways

Moderating/Presiding

Mengtian “Montina” Jiang, Kentucky

Panelists

Juliana Fernandes, Florida
Anastasia Kononova, Michigan State
Eunjin (Anna) Kim, Southern California
Heather Shoenberger, Pennsylvania State
Jing Yang, Loyola-Chicago
Anan Wan, Kansas State
Yanyun (Mia) Wang, Colorado Boulder
Quan Xie, Southern Methodist

This panel aims to connect graduate students and early-career researchers with experienced mentors, providing essential opportunities for professional development and networking throughout their academic careers. The session employs an engaging and interactive format featuring roundtable discussions designed for speed networking. Each panelist will lead a table, providing brief introductions and sharing expertise on topics ranging from advisor management, overcoming imposter syndrome, crafting research proposals, exam preparation, navigating the academic and industry job market, effective teaching strategies, student advising,
to online presence development. Following the initial presentations, participants have the opportunity to choose a table presided over by a panelist who shares their interests and goals. This will encourage more in-depth discussions, Q&As, and the formation of meaningful connections.

8:30 to 10 a.m. / Th004

**Broadcast and Mobile Journalism** and **Cultural and Critical Studies Divisions**

Research Panel Session

On Air, Online, and Over the Top: Impacts of Technology on Labor in U.S. Local TV Newsrooms

Moderating/Presiding

Carey L. Higgins-Dobney, Kentucky

Panelists

Karin Assmann, Georgia
Keonte Coleman, Syracuse
Errol Salamon, University of Stirling
Amanda Siew, Oklahoma
Carey L. Higgins-Dobney, Kentucky

This panel includes experts on unionization, burnout, precarity, tech change and diversity in local U.S. television newsrooms and hopes to add to the discussion on what these conditions mean for workers and the community.

8:30 to 10 a.m. / Th005

**Communication Technology** and **Communicating Science, Health, Environment and Risk Divisions**

PFR Panel Session

Using Technology to Increase Academic Productivity: Managing Time, Project, and Collaboration

Moderating/Presiding

Jieun Shin, Florida

Panelists

Ekaterina Romanova, Kansas
Katrin Fischer, Southern California
Rachel Son, Florida
Alvin Zhou, Minnesota
Carmen Gonzalez, Washington

This panel aims to bring together graduate students and faculty members to share their tips about enhancing productivity using technology. Academics juggle multiple projects such as teaching, research, and service, a set of tasks very different from those in industry. Technology can have both positive and negative effects on productivity and efficiency.

8:30 to 10 a.m. / Th006
Thursday, August 8, 2024

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.

8:30 to 10 a.m. / Th007

International Communication and Public Relations Divisions

Scholar-to-Scholar (Poster) Refereed Research Paper Session

International Communication Division

Topic I — Audiences

01-0830-01 • “BTS is My Family”: The Construction of Parasocial Relationships in Chilean K-pop Fandom

Fernanda Carvajal, Universidad de Buenos Aires

01-0830-02 • Can People with Different Minds Really Think Alike? Research On the Cross-Cultural Communication Effect of Chinese Mainstream Films From the Perspective of Film Semiotics

Xuebing Zhang

and Hanqing Zhao, Shanghai Jiao Tong University


Kevin Mudavadi, Indiana

Bingbing Zhang, Frankline B. Matanj, and David Lomoywara, Iowa

01-0830-04 • Audience as Epistemic Agent in the News Coverage of the Russian War in Ukraine

Volha Kananovich, Appalachian State


Yulou Jiang, Jián Li

and Yicheng Zhu, affiliation

Topic II — Strategic Messaging on Social Media

01-0830-06 • Diplomatic Webs: The Influential Figures Shaping U.S. Policy In Israel, Qatar, And Iraq

Soheil Kafilivejiyeh, Louisiana State

01-0830-07 • Strategies For Engaging The Youth In Global Multicultural Marketplaces Via Contemporary Social Media Platforms

Mian Asim

and Fokiya Akhtar, affiliation
Thursday, August 8, 2024

Weiwen Yu, affiliation

01-0830-09 • Being Humanlike: Exploring the Antecedents of Acceptance of Humanlike Chatbots in Corporate Social Responsibility Communication
Yangzhi Jiang, Yang Cheng, and Yuan Wang, City University of Hong Kong

01-0830-10 • A Comparative Analysis of Online Incivility in China and the U.S. Contexts Regarding Russia-Ukraine War
Yanbo Li, Illinois Urbana-Champaign
and Chao Chris Su, Boston

Topic III — Covering Conflict
01-0830-11 • Understanding Ideologies: A Critical Discourse Analysis of Editorial Representation of Israel-Palestine Conflict in Western Media
Sima Bhowmik, Colorado-Boulder,
and Gregory Gondwe, California State-San Bernardino

01-0830-12 • War and Peace Journalism in the AP and QNA Coverage of the Israel-Gaza Conflict
Claudia Kozman, Northwestern in Qatar
and Raluca Cozma, Kansas State

01-0830-13 • [EA] Exploring the Escalatory and De-escalatory Coverage Practice in International Newspapers in the Russia-Ukraine Conflict
Ngoc Yen My Nguyen,
and Nihar Sreepada, Louisiana State

01-0830-14 • [EA] Examining Deepfakes’ Metajournalistic Discourse During Conflicts: Case Study Gaza-Israel Conflict
Nihal Alaqabawy
and Angelica Kalika, Colorado-Boulder

01-0830-15 • [EA] Influences and Outcomes: The Impact of Military Proximity on the Narrative Construction by Embedded Journalists during the Ukraine-Russia War
Muhammad Ali, affiliation

Topic IV — Communication in Interpersonal Relationships
01-0830-16 • [EA] The Effect of Intercultural Competence and Stereotypes on International Student’s Social Anxiety and Psychological Adjustment
Srividya Karuturi, affiliation

01-0830-17 • From External Relationships to Internal Communication Behavior: An Extension of STOPs with RADIO, Megaphoning, and Echoing
Daniel Thompson
and Bemi Aderemi, affiliation

01-0830-18 • Improving Self-Esteem and Reducing Loneliness: The Changing Importance of Networked Friendship Quality Generationally
Brandon Bouchillon, Arkansas-Fayetteville

01-0830-19 • When News Is Entertainment: A Contextual Argument for The Persistence of Misinformation
Sakshi Bhalla, Rik Ray
and Harsh Taneja, Illinois at Urbana-Champaign
Thursday, August 8, 2024

01-0830-20 • [EA] Anniversary Journalism in Action
  Michael Sessa, Razan Aljohani,
  Najwa Albaqami,
  and Kemi Busari, Maryland,
  and Liangqi Ding, Fudan University

Discussant
  name, affiliation

Public Relations Division
01-0830-21 • Topic — Global and Intercultural PR
The Role of Relational Antecedents in Government and Foreign
Public Relationships
  Tugce Ertem-Eray, North Carolina State,
  and Eyun-Jung Ki, Alabama

01-0830-22 • Themes and Tones: A Framing Assessment of Social Media
Public Response to Akufo-Addo’s Volta Disaster Address
  Anani Yao Kuworun, Maryland

01-0830-23 • Borrowing a Mouth to Speak? Foreign Content Creators in China’s
National Image Building
  Qiuyue Li, Yuxuan Jin, Florida

01-0830-24 • [EA] Intercultural Relationship Management for Community Engagement
During COVID-19
  Lan Ni, Wenlin Liu,
  and Yan Huang, Houston

Discussant
  Jeannette Iannacone, Tennessee

Topic — Trust, CSR, and Corporate Social Advocacy
01-0830-25 • Are You with Us, or Against Us? Motivated Cognitive Processing
  of Corporate Social Advocacy (CSA) Communication Messages
  Sungwon Chung, YoungAh Lee,
  and Johnny Sparks, Ball State

01-0830-26 • Measuring Partisan Differences in Corporate Social Advocacy Outcomes
  Josh Bramlett, Alabama

01-0830-27 • The Interplay of CSR Normative Legitimacy and Influencer Trustworthiness:
The Role of Public-Serving Motives
  Jun Zhang, Middle Tennessee State,
  Li Chen, Weber,
  and Dongqing Xu, Miami

01-0830-28 • Consumer Positive Moral Emotions and Communicative Actions:
  Testing The Situational Theory of Problem Solving
  In Corporate Responsibility to Race
  Xiao Liang, Miami,
  and Yeunjae Lee, Colorado State

01-0830-29 • Thoughts And Prayers…More Such Deaths Will Occur: Effects of Combining
Organizational Social Media Mourning for Public Tragedies
  With Corporate Social Advocacy
  Jensen Moore, Elizabeth Cox,
  and Vishala Persad, Oklahoma

2024 AEJMC Philadelphia, PA Conference Program Copy
Thursday, August 8, 2024

Discussant
  Chuqing Dong, Michigan State

Topic — Crisis Communication
01-0830-30 • Strategic Public Crisis Communication of Influencers: Self-Branding, Social Responsibility, Content Strategy, and Impact on Engagement
  Chen Zhang, The Chinese University of Hong Kong
01-0830-31 • Empowering Our Campus: Refining the Dynamics of DEI Crisis Communications in Higher Education
  Shuai Guo,
  and Hyun Ju Jeong, Kentucky
01-0830-32 • The Effect of Brand Anthropomorphism on Consumers’ Willingness To Forgive During a Crisis Event
  Zhenzhen Pan, Nanjing Normal University, China
01-0830-33 • Is Silence Golden During a Crisis? The Effects of Planned and Forced Silence on Crisis Outcomes
  James Ndome,
  and Lilie Steryou, Coastal Carolina
01-0830-34 • Navigating A Social Media Influencer Crisis: Response Strategies and Mediating Effects of Identification and Authenticity
  Olivia Reed, Minot State,
  Nicholas Eng, Georgia,
  Peixin Hua, Pennsylvania State,
  Maranda Berndt-Goke, Murray State,
  Yanan Wu, Pennsylvania State,
  Michail Vafeiadis, Auburn,
  and Denise Bortree, Pennsylvania State
01-0830-35 • [EA] Emotional Tides and Social Anchors: Understanding Personal Network Activation in Disaster Response
  Adam Saffer, Minnesota,
  Rongting Niu, Georgia,
  and Lucinda Austin, North Carolina

Discussant
  Erika Schneider, Syracuse

Topic — Image Repair
01-0830-36 • Framing the Skies: Analyzing Crisis Frames Alignment in Southwest Airlines and News Media Discourse after the 2018 Engine Failure
  Teresia Nzau, Missouri
01-0830-37 • Impression Management Amid Adversity: Political Public Relations Lesson from Four Brexit-related Prime Ministerial Resignation Speeches
  Nana Kwame Osei Fordjour, Maryland
01-0830-38 • Exploring the Role of Consumers’ Perceived Self-interest in their Reactions to Corporate Ethical Misconduct
  Liang Ma, Texas Christian
01-0830-39 • Apologies Beyond Words: An Analysis of Pang Cha Cafe’s Image Repair Strategies
  Worapron Chanthapan, California State, Long Beach
01-0830-40 • [EA] Recovering from a Political Scandal: Testing the Effects of Mortification Rhetoric on Image Repair Efforts
  Oluseyi Adegbola, Tennessee,
and Sherice Gearhart, Texas Tech

Discussant
LaShonda Eaddy, Pennsylvania State

Topic — Public Relations Management and the PR Profession
01-0830-41 • Enhancing Relationships through 60-Sec Videos: An Analysis of Relationship Cultivation Strategies on TikTok
Jeyoung Oh, Michigan,
Ziyuan Zhou, Bentley,
Da-young Kang,
and Eyun-Jung Ki Alabama
01-0830-42 • [EA] Applying Situational Theory of Problem-Solving in Motivating Corrections: How Problem Recognition Messages Works
Rongwei Tang, Minnesota
01-0830-43 • [EA] Community Policing in the Digital Age: A Qualitative Analysis of Denver Police Department's X Strategy
Muhammad Ali, Colorado
01-0830-44 • [EA] Extended Abstract: Navigating Uncertainty: Generative AI Adoption and Perceived Job Insecurity in Communication Profession
Anne Perera,
Juan Meng,
and Michael A. Cacciatore, Georgia
01-0830-45 • Wishing, Watching, and Shopping: Fostering Parasocial Relationships and the Moderation of Experience Products on Product Purchase and Secondary Endorsement
Nicky Bi,
and Sazzad Shuvo, Nebraska-Omaha,
and Ruonan Zhang, Rollins College

Discussant
Hua Jiang, Syracuse

Topic — Media Relations and Agenda Setting
01-0830-46 • Health News Agenda-Building: Earned Media and How PR Professionals are Perceived by Health Journalists
María Len-Ríos, Minnesota,
Rachel Young, Iowa,
Rongwei Tang, Minnesota,
Boitshepo Balozw,
and Amanda Hinnant, Missouri
01-0830-47 • [EA] The Impact of Care-Oriented Corporate Communication on Moral Legitimacy and Employee Collective Mobilization During War Times
Grace Ji, Boston,
Yufan Sunny Qin, James Madison,
and Rita Men, Florida
01-0830-48 • [EA] Source Evaluation of News Releases Produces by Artificial Intelligence
Ayman Alhammad,
Christopher Etheridge,
and Cameron Piercy, Kansas
01-0830-49 • [EA] (You Should) Say No to Fakes! Analysis of Public Service Anti-Counterfeit Campaigns to Build Theory-Informed Consumer Protection Strategies
Anastasia Kononova, Moldir Moldagaliyeva, Dana Anafina, Heijin Lee, Saleem Alhabash, Patricia Huddleston, Phoebe Tran, and Logan Baker, Michigan State

Discussant
Matt Ragas, DePaul

Topic — Internal Communication
01-0830-50 • Re-engaging Quiet Quitters in the Evolving Workplace: The Role of Dialogic Communication, Employee Resilience, and Sense of Community
Nur Uysal, DePaul, and Young Kim, Marquette
01-0830-51 • Navigating the New Normal: Exploring Employee Wellbeing in Hybrid and Work-from-Home Settings
Teresa Tackett, Arkansas, and Laura Lemon, Alabama
01-0830-52 • Be Ethical Then Proficient: Examining Internal Public Relations Efforts Among Workplace Adoption of Generative AI
Yang Yi, Dongya Wang, Queenie Li, Miami, Yeunjae Lee, Colorado State, and Weiting Tao, Miami
01-0830-53 • A Social Influence Perspective toward Employee-Organization Relationships: The Role of Relationship Norms in Employee Peer Networks
Yan Qu, Maryland, April Yue, Boston, Katie Kim, Tennessee, and Alvin Zhou, Minnesota
01-0830-54 • [EA] Cultivating a Sustainable, Engaged, and Committed Communication Workforce: The Power of Empathetic Leadership Communication
Ruoyu Sun, Nicholas Eng, Juan Meng, and Karen Sanchez, Georgia

Discussant
Marlene Neill, Baylor

Topic — AI & Technology
01-0830-55 • How to Leverage AI-Powered Chatbot in Crisis Communication: Exploring Anthropomorphism, Communication Style, and Schema Congruity of a Chatbot Design
Sining Kong, Texas A&M University at Corpus Christi
01-0830-56 • DEI Stake in Responsible ChatGPT Usage: Impact of ChatGPT Business Users’ Diversity Beliefs and Inclusive Climate on Responsible Usage Intention
Myungok Chris Yim, Loyola
01-0830-57 • [EA] Adoption of Generative PR?: The Application of Aversion Algorithm in Testing ChatGPT vs PR practitioner generated writings for Perceived Credibility and Authenticity
Celine Hong, Bokyung Kim, Rowany, Hyunmin Lee, Drexel
Thursday, August 8, 2024

and Sungwook Kim, Saint Joseph University
Ying Xiong, Joon Kim, Rhode Island
01-0830-59 • AI For Social Good? Examining Perceptions of AI-Source Labels and Narratives within CSR Messages
Christen Buckley, Florida,
Megan Norman, Cassandra Troy,
Yin Yang, Jiaqi (Agnes) Bao, Holly Overton,
and Yongnam Jung, Pennsylvania State
01-0830-60 • [EA] Who Is to Blame for AI-Failure Crises: Effects of Agency Locus on Controllability and Responsibility
Ke Huang, Fang Wu, Shanghai Jiao Tong University, China,
and Qingyang Tang, Fudan University, China

Discussant
Jeong-Nam Kim, Oklahoma

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

8:30 to 10 a.m. / Th008
Media Ethics Division
Refereed Research Paper Session
Title

Moderating/Presiding
name, affiliation

Discussant
name, affiliation

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

8:30 to 10 a.m. / Th009
Media Management, Economics and Entrepreneurship Division
High Density Refereed Research Paper Session
Global Media Dynamics

Moderating/Presiding
Min Xiao, Wichita State

The Spread of News Standards: Examining an Emerging Means of Control Over Journalistic Work
Wilson Lowrey
and Anna Grace Usery, Alabama
The Impact of Simultaneous Launches of Four TVs on Korean Broadcasting Industry: A Decade Review

Jin Young Hwang, South Florida

What Makes Thai Users Continue to Use Streaming Platforms: Incorporating Expectation Confirmation and Personality Traits

Kittiporn Sae-tae and Nusrat Jahan, Shanghai Jiao Tong

Transnational Flow of Television Series: Evidence from Korean Television Series on Netflix

Jiyoung Cha, San Francisco State

Beyond Streaming: Analyzing Hulu’s Brand-Consumer Interactions on its Facebook Page

Anran Luo, Florida

Customer Satisfaction as Mediator Between Community Marketing Activities and Customer Loyalty: A Case Study of Mongolian APU Company

Javzmaa Jadamba, Shanghai Jiao Tong

Discussant

Huyen Nguyen, Kansas State

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

8:30 to 10 a.m. / Th010

Newspaper and Online News and Mass Communication and Society Divisions

PF&R Panel Session

Mental Health and Journalism

Moderating/Presiding

Ivana Cvetkovic, former Serbian journalist, California Poly Pomona

Panelists

Fawad Ali Shah, former Pakistani journalist, Auburn

Gretchen Hoak, Kent State

Elana Newman, Director, Dart Center of Journalism

Ahmad Archiwall, former Afghan journalist, Connecticut

This panel will take a global approach to mental health and journalism by exploring self-censorship and other practices that journalists enact to protect and maintain their mental well-being as they cover these stories.

8:30 to 10 a.m. / Th011

Political Communication Division

Refereed Research Paper Session

Political News

Moderating/Presiding

Heesook Choi, Mississippi State
Democracy For Whom? Local News Stakeholders Conceptualize the Current Role of Journalism in U.S. Democracy

Andrea Lorenz, Kent State

Emotional Responses to Local, Rural, Political News: A Mixed-Method Content Analysis*

Jocelyn McKinnon-Crowley, Syracuse

Mainstream News Media Trust, Countermedia Attendance, and Political Learning

Toby Hopp, Patrick Ferrucci,
Chris Vargo,
and Brock Mays, Colorado-Boulder

U.S. Newspaper Representation of Ukraine as a Corrupt Country: A Case Study

Ershad Khan, Colorado-Boulder

Chinese International Students’ Transnational News Media Repertoires and Responses to Political Disagreement

Jiawen Yang,
and Baiwen Peng, Minnesota-Twin Cities

Discussant name, affiliation

* Top Student Paper, Second Place

8:30 to 10 a.m. / Th012

Visual Communication and Magazine Media Divisions

Teaching Panel Session

Winners of the 2022 Innovations in Teaching and Excellence in Teaching Competitions

Moderating/Presiding

Denise McGill, South Carolina

Panelists name, affiliation

The special session co-sponsored by VISCOM and Magazine Divisions features the winners of the 2023 Innovations in Teaching competition who hail from around the world. The session also features a presentation by the VISCOM Excellence in Teaching 2023 Award winner. Each presenter will have about four minutes to highlight their tip or innovation.

8:30 a.m. to 10 a.m. / Th013

AEJMC Council of Affiliates and College Media Association

Refereed Research Paper Session

Issues Facing the Campus Press
Thursday, August 8, 2024

Moderating/Presiding
Tamara Sellars Buck, Southeast Missouri State

Pressures On the Student Press: A Repeated Cross-Sectional Analysis
Lindsie Rank, and Ekaterina Lisovskia, Kansas
An Exploration of the State of Student Media Websites at Historically Black Colleges and Universities
Quincy Hodges, Xavier-Louisiana,
Jean Norman, Weber State
and Lisa Lyon Payne, Virginia Wesleyan
Remote Newsrooms and Their Effects on the Development of Early Career Journalists
Kirstie Hettinga, California Lutheran
and Elizabeth Smith, Pepperdine
Full Court Press: Fighting Restrictions on Student Journalists at Private Universities
Katherine Fink, California Lutheran
and Sahtrese McQueen, Pace
Their Voices Are Green: An Analysis of Environmental Themes in College Magazines 2018-2023
Carol Terracina-Hartman, Central Missouri
and AJ Bauernfiend, Murray State
Assessing The Impact of Psychological Need-Satisfaction’s Effects On Diminishing Potential Burnout Among College-Student Journalists
Julie Lewis, Central Missouri
and Vincent F. Filak, Wisconsin-Oshkosh

8:30 to 10 a.m. / Th014

Commission on the Status of Women and Minorities and Communication Divisions

Research Panel Session
Pleading the Cause: Black Women Innovators Who Lead Journalism and Their Communities

Moderating/Presiding
Sherri Williams, American

Panelists
Sherri Williams, American
Natalie Hopkinson, American
Taryn Myers, West Chester University

This panel will explore how Black women are continuing to build on a long legacy of thrusting journalism—and society at large—forward.

8:30 to 10 a.m. / Th015

Internships and Careers Interest Group and Law and Policy Division
Thursday, August 8, 2024

PFR Panel Session

**Preparing Students Needing Course Accommodations to Succeed Beyond College**

Moderating/Presiding

**name, affiliation**

Panelists

**Cessna Winslow, Tarleton State University**

Each semester faculty receive notification letters highlighting students who need accommodations in their courses. As faculty members prepare students for their professional careers, we are often faced with the reality that the non-ADA accommodations may not be honored by students’ future employers. This reality can become even more complex for those that identify in varied and unique ways. Do these learning modifications transition to the workforce after graduating from college? If not, how do we help communication students effectively transition from college to the workforce where accommodations may not be as generous?

---

8:30 to 10 a.m. / Th016

**Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)**

Workshop Session

Panelists

**Del Galloway, president ACEJMC; senior vice president, Communications Wells Fargo** and **Patricia Thompson, executive director, ACEJMC**

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) is the agency responsible for the evaluation of professional journalism and mass communications programs in colleges and universities. There are currently 119 schools accredited by ACEJMC.

---

8:30 to 10 a.m. / Th017

**The Plank Center**

Session

**Mentorship Coffee**

Moderating/Presiding

**Tugce Ertem Eray, North Carolina State**

By invitation only.

---

10:00 a.m. to Noon / Th018

**Association for Education in Journalism and Mass Communication Standing Committee on Career Development**

Offsite Tour

2024 AEJMC Philadelphia, PA Conference Program Copy
Thursday, August 8, 2024

Radio/TV Public Broadcast Station WHYY

Moderating/Presiding

Steve Bien-Aimé, Kansas

Tour of WHYY facilities with a question & answer session with journalists.

10:30 a.m. to Noon / Th019

Communicating Science, Health, Environment and Risk Division

Scholar-to-Scholar (Poster) Refereed Research Paper Session

Topic I — Science, Scientists, and Communication Practices

02-1030-01 • Perceived Scientific Consensus as A Gateway Belief? A Longitudinal Study of The Gateway Belief Model in China

Yifei He, affiliation

and Xin Ma, Maryland

02-1030-02 • Why Science Should Have a Female Face: Female Experts Increase Liking, Competence, and Trust in Science

Austin Hubner, Louisville,

and Olivia Bullock, George Washington

02-1030-03 • Connecting Social Media Use with Education- and Race-Based Gaps in Knowledge Across Wicked Science Issues

Shiyu Yang, Tennessee-Knoxville

02-1030-04 • Humanizing a Scientist: When Personal Narratives of Scientists Work and Backfire

Meghna Tallapragada,

and Bruce Hardy, Temple

02-1030-05 • Belief In Scientific Claims by Beauty and Wellness Brands: Effects of Faith, Knowledge, and Skepticism

Nicole Lee, Arizona State

and Patrick Merle, Florida State

02-1030-06 • Examining Scientists-in-Training Conceptualizations of Science Communication: Draw-and-Write Methods through the Lens of the Circuit of Culture

Nic Bennett, affiliation

02-1030-07 • One-Sided Science Polarization Research Using Social Identity Theory Can Be Noisy and Misleading

Nicky Krause, Dietram Scheufele,

Dominique Brossard,

and David Kaplan, Wisconsin-Madison

02-1030-08 • [EA] Persuasive Impact of Calls to “Do Your Own Research”

Anqi Shao,

and Sedona Chinn, Wisconsin-Madison,

and Ariel Hasell, Michigan

02-1030-09 • [EA] Who Thinks We’ll Be Uploading Minds on Terraformed Planets? Science Fiction, Science News, and Attitudes toward Speculative Technologies

Paul Brewer, Liam Cuddy,

and Avi Holtz, Delaware

02-1030-10 • Religious Values and Confidence in Science: Perceived Tensions and Common Ground
Thursday, August 8, 2024

Isabelle Freiling, Utah,  
Michael A. Cacciatore, Georgia  
and Meaghan McKasy, Utah Valley University

Discussant  
name, affiliation

Topic II — Environmental Media and Communication  
02-1030-11 • Communicating Renewable Energy Using Satire and Its Influence on Perceived Message Credibility and Information Reliance  
Isabelle Freiling, Utah,  
Leona Y.-F. Su, Illinois Urbana-Champaign,  
Michael A. Cacciatore,  
and Jiyong Yeon, Georgia,  
Weiting Du, Illinois Urbana-Champaign,  
Sohyun Park, Georgia,  
Jennifer S. Zhang, Illinois Urbana-Champaign,  
and Sara Yeo, Utah

02-1030-12 • Dynamic Fear in Fear Appeals: Applying Fear Appeals to Environmental Communication in China  
Ruobing Li, Wenbo Li,  
Christine Gilbert, Xia Zheng,  
and Laura Lindenfeld, Stony Brook

02-1030-13 • Assessing the Role of Self-Efficacy in Reducing Psychological Reactance to Guilt Appeals Promoting Pro-Environmental Behaviors  
Zhuxuan Yan, Shanghai International Studies University,  
Laura Arpan, Buffalo,  
and Russell Clayton, Florida State

02-1030-14 • Carbon Credit Does Not Buy Moral Credit: Licensing and Hypocrisy of Offsetting and Reduction  
Haoran Chu, affiliation  
and Shupei Yuan, affiliation

02-1030-15 • Media Framing and Stakeholder Representation: Illegal Mining Narratives in Ghana  
Patrick Ansah, George Mason,  
Ebenezer Aidoo, Iowa,  
Fredrick Daoyenike, Alabama,  
and Maame Aba Afifu, East Tennessee State

02-1030-16 • Bridging CSR and Consumption Intentions: The Mediating Impact of Green Trust and CSR Identification in the Ant Forest Context  
Hui Shi,  
and Hongxi Chen, Miami

02-1030-17 • [EA] Exploring Differences in the Communication Infrastructure Available to Scientists at Long-Term Ecological Research Sites  
John Besley,  
and Alexandra Benitez, Michigan State

02-1030-18 • [EA] Navigating Environmental Discourse in Ghana: Role of New Media in Information Dissemination and Audience Interaction  
Akua Akakpo,  
and Bismark Owusu-Yeboah, Oregon

02-1030-19 • [EA] Eco Illusions: Unveiling Greenwashing Techniques on Corporate Social Media
Thursday, August 8, 2024

**Madeline Davis**, and **Madeleine Esch**, Salve Regina
02-1030-20 • [EA] Effects of Emerging Technologies and Use Context on Perceptions of Tampering With Nature and Technology Support Among U.S. Adults

**Sarah Benevento**, and **Cabral Bigman**, Illinois Urbana-Champaign
02-1030-21 • [EA] Nigerian Greenfluencing: The Impact of Influencers on Wildaid’s Public Awareness Campaign to End Illegal Bushmeat Consumption
  - **Hunter Reeves**, and **Henry Ugwu**, Colorado, Boulder

**Discussant**

name, affiliation

**Topic III** — Interactive Communication Technologies (VR, AR, AI)
02-1030-22 • [EA] Using Augmented Reality (AR) To Increase Risk Perception of E-Cigarettes Among Young Adults: From The Perspective of Construal Level Theory
  - **Yanyun Wang**, Colorado, Boulder
02-1030-23 • [EA] Bolstering Storm Surge Risk Communication Through Virtual Reality: A Path to Heightened Involvement and Mitigation Intentions
  - **Alexandra Frank**, and **Joshua Baldwin**, Georgia,
  - **Mathew Browning**, and **Shuai Yuan**, Clemson
  - **Sun Joo (Grace) Ahn**, Georgia
02-1030-24 • [EA] AI for Health? A Study of Socio-Demographic Factors Affecting Perceptions of ChatGPT-Generated Health Information
  - **Jeeyun Park**, Jihye Lee, and **Hwarang Han**, Texas at Austin
02-1030-25 • [EA] Chinese Youth Yangsheng and LLMs: Cross-cultural Model Adaptation, User-centered Optimization and AI Transparency
  - **Qin Li**, affiliation,
  - **Ta Na**, affiliation
  - **Jingke Cao**, affiliation
  - **Yixuan Liu**, affiliation
  - **Ruhao Liu**, affiliation

**Discussant**

name, affiliation

**Topic IV** — Visual Communication and Perceptions
02-1030-26 • What I Eat in a Day: The Influence of Visual Body Cues on Body Dissatisfaction
  - **Sun Young Park**, Junho Park, and **Rachel Bailey**, Florida State
02-1030-27 • Visual Art for Community-Level Climate Change Communication
  - **Julianne Renner**, Isabel Villanueva,
  - **Cynthia Haveson Veloric**, and **Nan Li**, Wisconsin-Madison
02-1030-28 • Bridging Minds and Images: Understanding the Nexus of Psychological Distance and Visual Elements in Climate Change Communication
  - **Lijun Luo**, affiliation
02-1030-29 • “Beauty Knows No Bounds”: Exploring the Influence of Body Size
and Content Focus on Women’s Body Positivity

**Weixi Zeng**, affiliation,
**Junyi Chen**, affiliation,
**Nainan Wen**, affiliation,
and **Yixin Zhou**, affiliation

Discussant

name, affiliation

**Topic V — Health and Science Journalism and Institutions**

02-1030-30 • [EA] Exploring Scientists Experiences with Science Communication Support
**John Besley**, and
**Alexandra Benitez**, Michigan State

02-1030-31 • [EA] A Codebook for Depicting the Current US Science Journalism Practice
**Xi Liu, Nick Bowman**,
**Seth Quinn**, and
**Xiaodi Wang**, Syracuse

02-1030-32 • [EA] Framing Medical Practice: A Content Analysis of Public Comments on Medical Guidelines Journalism
**Natasha Strydhorst**, and
**John-Mark Unsworth**, Texas Tech

Discussant

name, affiliation

**Topic VI — Health Diversity, Literacy, and Digital Media**

02-1030-33 • Parental Mediation, Digital Media Usage, and Health Literacy: An Exploration Among Chinese Elementary School Students

**Zhilong Zhao**, affiliation,
**Lin Zhu**, affiliation,
**Jing Liao**, affiliation,
**Xueya Pu**, affiliation, and
**Jiaxin Xia**, affiliation

02-1030-34 • [EA] Health Literacy, Information Seeking Behavior, and Social Media Engagement: Their Impact on COVID-19 Uncertainty and PTSD Symptomatology
**Zhiwen Xiao**, affiliation,
**Dren Gërguri**, University of Pristina, and
**Jae Lee**, affiliation

02-1030-35 • [EA] Understanding the Impact of Communication Barriers on Health Outcomes: A Qualitative Study of Immigrant Bangladeshi Community in the USA
**Motasim Billah**, Central Michigan

Discussant

name, affiliation

**Topic VII — Risk Communication and Information Processing**

02-1030-36 • Examining the Link Between Information Processing and Preventive Behavior in the Risk Information Seeking and Processing (RISP) Model: A Panel Study
**Timothy Fung**, and
**Ho Man Leung**, Hong Kong Baptist University, and
**Robert J. Griffin**, Marquette,
and Po Yan Lai, affiliation

02-1030-37 • Video-Based Group-Values Affirmation Reduces Defensive Responses to Risk Messages
Laura Arpan, Janet Yang,
Prema Shah,
and Byeong Hyeon Lee, Buffalo

02-1030-38 • Inconsistent Trust and Mild NIMBY-Tendency: A Mixed-Method Research on Grassroot-Level Risk Communication of One Chinese NPP
Zhaoxin Chu,
and Siling Dong, Communication University of China,
and Jingwen Yang, Beijing Foreign Studies University

Discussant
name, affiliation

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

10:30 a.m. to Noon / Th020

Communication Technology Division

High Density Refereed Research Paper Session

Moderating/Presiding
Devin Knighton, Brigham Young

[EA] Digital Resurrection Helps Prolonged Grief Disorder Patients: Human-Computer Interaction, Grief Expression, and Reconstruction of Death
Zirui Wang,
and Yan Liu, Sichuan University

[EA] The Absence of ChatGPT’s Presence: Examining Online Discussion of LLMs in China
Tianlun Zhou, Hanjing Wang,
and Xinrui Shi, Hong Kong Baptist University
and Zhiying Xu, Iowa

[EA] Understanding the Impact of AI Generative ChatGPT in Journalism and Mass Communication Schools
Md Sazzad Hossain
and David Dowling, Iowa

[EA] How Do the Elderly Recede? Intergenerational Power Shifts in the Smart TV Era
Jiayu Wang
and Hui Zhou, affiliation

[EA] How Laypersons Imagine AI Painting - A Study of Public Opinion and Sentiment regarding AI-generated Art
Yiran Hua
and Yichen He, affiliation

[EA] “Email Blows Up Quickly” - Adoption/Rejection of CMCs by Science Organizations During COVID-19
Oluwabusayo Okunloye, affiliation
Thursday, August 8, 2024

Relation Control as Care: The Cultural Political Logics Underneath
The Algorithmic Management of Knowledge Production
Ran Ju, affiliation

Crisis Communication: Self-Obituaries and Public Mourning on Instagram
Emilia Edwards, Texas at Austin
Public Health Engagement via Instagram: A CERC Framework
Analysis in the GCC During COVID-19
M Laeeq Khan, Ghanem Elersh, Aqdas Malik,
Maryam Al-Umairi,
and Haneen Khaled Alqawasmeh, affiliation
Exploring Perceived Newsfeed Ad Value, Ad Engagement and Purchase Intention via Motivational, Technology Fluidity, and Security Factors
Xiaowen Xu, Butler
and Carolyn Lin, Connecticut

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

10:30 a.m. to Noon / Th021

History Division

Refereed Research Paper Session
In Our Own Backyard: How Press Portrayals Informed Public Perceptions of People and Issues

Moderating/Presiding
Teri Finneman, Kansas

The Case of Baby Lenore: Adoption in the U.S. News Media
Tracy Lucht, Iowa State
The Long Shadow of the Original Sin: The Secret Meetings between Magnate John D. Rockefeller, Jr. and Muckracker Ida Tarbell
Frank Durham
and David Dowling, Iowa
Reach Our Youngsters Before Drugs Reach Them: Media Coverage of Ronald Reagan’s War
Andrew Daws, Alabama
An Analysis of How United States Newspapers Covered Local Discrimination and Nazi Discrimination
Ian McKenzie, affiliation

Discussant
Perry Parks, Michigan State

The papers in this session examine and analyze the ways journalism and journalists contribute to the discourse surrounding important issues in the news and the ways they shape legacy-building and policymaking.
Thursday, August 8, 2024

10:30 a.m. to Noon / Th022

International Communication Division

Refereed Research Paper Session

Misinformation Around the World: Who, Why, and How?

Moderating/Presiding

name, affiliation

[EA] “Syria We’re with You”: The Participatory Dynamics of Multilingual Disinformation Campaigns in the 2023 Turkey-Syria Earthquake

Azza El-Masri, Gayoung Jeon,
Bin Chen, Texas at Austin
and Kayo Mimizuka, affiliation

A Broth of Ballots and Falsehoods: A Study of Information Disorder in the 2023 Nigerian Presidential Elections

Abubakar Ibrahim,
and Brian Ekdale, Iowa

[EA] Role of Cognitive Biases in Misinformation Dissemination Through Unverified Information Sharing Among Indian Facebook users

Nazra Izhar, affiliation

Between Ideologies and Screens: Selective Exposure, Trust in The Media and Tolerance to Misinformation

Oscar Londoño
and Víctor García-Perdomo Universidad de La Sabana

Affective Intensity and Decision-Making in Contending Preferences: A Case from Mexico on Motivated Reasoning

Manuel Chavez, Michigan State,
Manuel Alejandro Guerrero, Universidad Iberoamericana
and Vianney Fernandez, affiliation

Discussant

name, affiliation

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

10:30 a.m. to Noon / Th023

Magazine Media Division and Entertainment Interest Group

PFR Panel Session

Reckoning with Rolling Stone

Moderating/Presiding

name, affiliation

Panelists

Mark Dolan, Mississippi
Kelsey Whipple, Massachusetts-Amherst

2024 AEJMC Philadelphia, PA Conference Program Copy
This panel would discuss the historical influence of Rolling Stone on the music journalism industry, particularly in light of co-founder Jann Wenner’s recent interview dismissing Black and female contributions to rock. What is the role of legacy publications in the current music writing environment?

10:30 a.m. to Noon / Th024

Public Relations Division

Workshop Session

Public Relations Division Graduate Student Showcase

Moderating/Presiding

Christopher Wilson, Brigham Young

This is the annual Graduate Student Research Showcase for the PR division. We have graduate students present their work to division members as a networking opportunity.

10:30 a.m. to Noon / Th025

Visual Communication and Advertising Divisions

Research Panel Session

AI Drawing and Meme Change Art Creation Industry and Visual Culture

Moderating/Presiding

Xigen Li, Shanghai University

Panelists

Yimu Zhang, University of Central Lancashire
Xin Jin, Microsoft
Jiachen Gao, Shanghai University
Chuanxi Liu, Shanghai University
Sicong Liu, Shanghai University

Visual scholars are exploring how visual media influences individuals’ feelings and behaviors as visual communication is more powerful than text. This panel will invite scholars and professionals to discuss how AI drawing and memes, a visual presentation humorous in nature and spread rapidly by internet users, change the scenario of visual communication through social media and the culture in communities.

10:30 a.m. to Noon / Th026

AEJMC Council of Affiliates and Community Journalism Interest Group

PFR Panel Session

Title

Moderating/Presiding
Thursday, August 8, 2024

name, affiliation

Panelists
name, affiliation

Description

10:30 a.m. to Noon / Th027

Participatory Journalism Interest Group and Newspaper and Online News Division

PFR Panel Session
Best Practices for Research-Based Newsroom Interventions

Moderating/Presiding
Letrell Crittenden, American Press Institute

Panelists
Andrea Wenzel, Temple
Dana Amihere, Code Black Media
Amy Kovac-Ashely, Lenfest Institute

This panel will explore best practices for research-based newsroom interventions. With multiple crises related to finances, trust, and representation impacting American journalism, more newsrooms have turned to outside voices for assistance. While much of this work has been performed by news support organizations and consultants, some newsrooms have turned to academics for help.

10:30 a.m. to Noon / Th028

Small Programs Interest Group and Media Management, Economics and Entrepreneurship Division

PFR Panel Session
A Chair Just Right: Advice for New Leaders of Communication Departments

Moderating/Presiding
Jeremy Sarachan, St. John Fisher

Panelists
Pam Perry, Southeast Missouri State
Brian Steffen, Simpson
Cindy Simoneau, Southern Connecticut
Kay Colley, Texas Wesleyan
Kathleen Webber, College of New Jersey

Being chair is a challenging role, and one filled with rewards and the chance to complete meaningful work that benefits both students and faculty. Hear from several current and former chairs about such issues as budgeting, faculty relations, hiring best practices, and strategic planning. Each of our panelists will offer 5 actionable items that you can consider adapting in your own work as chair.
Thursday, August 8, 2024

10:30 a.m. to Noon / Th029

Sports Communication Interest Group and Broadcast and Mobile Journalism Division

Teaching Panel Session

Using Pro Partnerships to Teach Future Sports Journalists and Beyond

Moderating/Presiding

Nicole Kraft, Ohio State

Panelists

Claire Smith, Temple
Marc Zumoff, formerly of the Philadelphia 76ers
Bailey Johnson, Washington Post
Gabriella Galati, WPVI-6, Philadelphia

This panel will explore how classes can build relationships with sports franchises and collegiate teams to help teach sports journalism class friends the skills they need to become professionals. We will explore how to take learning out of classroom to make the sports world our educational space. Diversity will come by including a variety of professionals and former/current student-journalists.

10:30 a.m. to Noon / Th030

Center for Community News, University of Vermont and The Knight Foundation

Research Panel Session

What are Colleges and Universities Doing to Address the Crisis in Local News?
Impacts, Audiences and Reach of News-Academic Partnerships

Moderating/Presiding

Richard Watts, director, Center for Community News, Vermont

Panelists

Kathleen McElroy, chair, Center for Community News Board of Advisors, Texas at Austin
Richard Watts, director, Center for Community News, Vermont
Meg Little Reilly, managing director, Center for Community News, Vermont

A lack of local news undercuts democracy reduces citizen engagement and leads to greater polarization. What is the role of colleges and universities in addressing the crisis? In this panel we present the latest research on more than 120 programs from different colleges and universities that are providing local news, filling news gaps and partnering student reporters with local media organizations or providing content directly through university directed newsrooms.

10:30 a.m. to Noon / Th031

Commission on Public Relations Education

Business Session

CPRE Editorial Meeting
Thursday, August 8, 2024

Moderating/Presiding

Julie O’Neil, Texas Christian

The Commission on Public Relations Education is the authoritative voice on public relations education. Since its founding in 1973 by the Public Relations Division of the Association for Education in Journalism, joined by co-sponsor the Public Relations Society of America, the Commission has provided recommendations on public relations education for universities and professional associations across the globe. These recommendations have been adopted and adapted to positively impact undergraduate and graduate public relations education. The Commission’s work also produces essential data and recommendations informed by research and honed by experienced practitioners and educators, and used by educators, educational administrators, students, practitioners and industry leaders. The Commission also strives to offer a forum for advancing public relations education with a global perspective. The Commission’s recommendations throughout the years have also included criteria for creation of Public Relations Student Society of America (PRSSA) chapters, standards for PRSA Certification in Education for Public Relations (CEPR) and the work of practitioner and educator associations around the globe.

10:30 a.m. to Noon / Th032

The Radio Television Digital News Association (RTNDA)-Google News Initiative

Training Session

Title

Moderating/Presiding

name, affiliation

The Google News Initiative is Google’s unified effort to help journalism thrive in the digital age. It’s focused on three key objectives: elevating quality information, evolving business models to support quality journalism, and empowering news organizations to use new technology to meet their needs.

11:00 a.m. to 5:00 p.m. / Th033

Association for Education in Journalism and Mass Communication and Association of Schools of Journalism and Mass Communication

Workshop Session

Institute for Diverse Leadership in Journalism and Communication (IDL)

2024-25 Jennifer H. McGill Fellows (Incoming)

name, affiliation

Session open only to IDL Jennifer H. McGill Fellows.

12:30 p.m. to 2 p.m. / Th034

Advertising and Political Communication Divisions

Scholar-to-Scholar (Poster) Refereed Research Paper Session
Advertising Division

Topic — Data Privacy and Consumer Response in Digital Advertising
03-1230-01 • Informational and Experiential Antecedents and Trust Outcome of Dataveillance and Data Profiling Perceptions*
   Ming Wang, Nebraska-Lincoln
03-1230-02 • The Effects of Data Consent Disclosure on Consumers’ Coping Mechanisms of Targeted Online Behavioral Advertising
   Ilwoo Ju, Purdue
   and Changdæ Ham, Illinois
03-1230-03 • Keep Colors Bright All-Year-Long: A Big-Data-Based Cross-Cultural Analysis of Consumer Discourses About “Rainbow Washing
   Vaibhav Diwanji, Nhung Nguyen, Rim Chaif,
   Macy Burkett, Michaela Nera Barros,
   and Moses Okocha, Kansas
03-1230-04 • Avoid or Hug? Mobile Users’ Advertising Avoidance Towards Disclosure of The Recommendation-Based Video Commercials: The Influence of Reception Context, Information Processing Fluency, and Perceived Goal Obstacles
   Jiawen Zhu
   and Zixin Guo, Shenzhen University

Discussant
   Chang-Dae Ham, Illinois

* Second Place Paper Award, Open Research Competition

Topic — Food Advertising and Consumer Health Choices
03-1230-05 • The Influence of Model Size–Food Claim Congruence on Intentions to Purchase a Promoted Yogurt
   Jessica Castonguay, Aysen Bakir
   and Jeff Blodgett, Temple
03-1230-06 • Instagrammable Foods! The Impact of Visual Characteristics of Junk Food Advertising on Social Media Engagement
   Yu-Jung Chen and
   Wan-Yun Yu, National Yang Ming Chiao Tung University
03-1230-07 • [EA] Eating with Your Eyes: How Junk Food Advertising Affects Streamed Viewers’ Food Choice?
   Wan-Yun Yu
   and Yu-Ting Liu, National Yang Ming Chiao Tung University
03-1230-08 • Beyond Organic: A Content Analysis of Sustainable Food Marketing Practices on Sustainable Food Companies’ Instagram
   Sun Young Park, Ashley Johns,
   and Jaejin Lee, Florida State
03-1230-09 • Gut Health Influencers on Dietary Supplements Promotions on TikTok: A Content Analysis of Advertising Approaches
   Sun Young Park, Massachusetts
   and Jaejin Lee, Florida State

Discussant
   Bryan Wang, Nebraska-Lincoln
Thursday, August 8, 2024

Topic — Narrative and Emotional Engagement in Advertising
03-1230-10 • The Role of Patient Stories in Health Care Brand Storytelling  
Justin Willett, Missouri
03-1230-11 • [EA] Exploring the Impact of Narrative Involvement, Perceived Engagement, and Social Support on Consumers’ Evaluative Persuasion Knowledge in Live-Streaming Ads in  
Xinyu Zhao, Miami
03-1230-12 • I Bet You Think About Me: Determining Factors that Influence Social Media Influencers Engagement  
Nichole Santee  
and Kyle Stanley, Louisiana State
03-1230-13 • Sad But Still Engaging: Examining Sadness Appeal in Narrative Advertising on Audience’s Brand Attitude and Purchase Intention  
Qingyuan Yang  
and Jeeyun Oh, Texas at Austin

Discussant  
Mengtian (Montina) Jiang, Kentucky

Topic — Brand Strategy and Consumer Perception
03-1230-14 • “She-discourse” Construction in Chinese Female Empowerment Advertising under Post-feminism: A Case Study of the Chinese Domestic Lingerie Brand  
Nei Wai and Zhiyu Wang, China Agricultural University
Zhiyu Wang, China Agricultural University
03-1230-16 • When Brand Familiarity Backfires: Effects of Perceived Ad Clutter, Brand Familiarity, and Motive Inference in Social Media Advertising Context  
Sieun Ha  
and Matthew Eastin, Texas at Austin
03-1230-17 • Examining the Effectiveness of Femvertising and Brand-Cause Fit on Purchase Intention among Young Chinese Women  
Qiling Wu, Renmin University of China
03-1230-18 • Co-branding and the Colonel: Investigating the Antecedents of Co-branding Success for Branded Virtual Influencers  
Rachel Peng, Heather Shoenberger,  
Jason Freeman,  
and Fuyuan Shen, Pennsylvania State

Discussant  
Yun Yang, Shandong University

** Student Paper Second Place

Topic — Emerging Technologies and Their Impact on Consumer Interaction
03-1230-19 • Ads from Automatons: Consumer Perceptions of AI in Advertising and Elsewhere  
Nate Fisher, Oklahoma
03-1230-20 • Transformative Power of Anthropomorphic Cues in Social Media Advertising  
Nah Ray Han, Georgia College & State
03-1230-21 • The Role of Virtual Influencer in Green Initiative Ads: Moderation Effects of Gen Z Consumers’ Collectivistic Characteristics
   Yoon Joo Lee, Hae Yeon Seo, Washington State
   Matthew Pittman, Tennessee
   and Jinho Joo, Boise State
03-1230-22 • [EA] Securing Fit or Privacy: Exploring Chinese Users’ Perceptions of Virtual Try-On Technology for Apparel Retail
   Letwin Tawira, Shanghai Jiao Tong University
03-1230-23 • Consumer Perceptions of Non-Fungible Tokens as Virtual Influencers’ Fan Merchandise
   Jiemin Looi, Hong Kong Baptist
   and Lee Kahlor, Texas at Austin

Discussant
   Eunjin (Anna) Kim, Southern California

Topic — Social Responsibility and Innovative Engagement in Digital Marketing
03-1230-24 • Revealing the Strength of CSR Endorsement in an Environmental CSR Advertising Campaign on Instagram
   Jinho Joo, Boise State
   and Yoon Joo Lee, Washington State
03-1230-25 • Do I Look Good in Green? The Role of Self-expressive Benefits in Green Product Purchasing Among Chinese Consumers
   Cen Wang, Shandong University,
   Xiangwen Bu,
   and Yun Yang, USC-SJTU Institute of Cultural and Creative Industry
03-1230-26 • Examining the Facebook Audience Engagement of Midwestern Farms and Farmers’ Markets: A Multimodal Analysis
   Ziyang Gong, Leona Y.F. Su,
   and Yi-Cheng Wang, Illinois
03-1230-27 • Can ASMR Advertisements Promote Social Causes? The Interaction of ASMR, Issue Involvement, and Neuroticism on Charitable Support through Empathic Concern
   Ah Ram Lee, Massachusetts,
   Jung Won Chun
   and Susanna Lee, Temple

Discussant
   Juliana Fernandes, Florida

Topic — Advertising Techniques and Consumer Response
03-1230-28 • Contextual Harmony: Exploring the Impact of Ad Context Congruence and Ad Type on Consumer Attitudes
   Jie Chen, Matthew Pittman,
   and John Haley, Tennessee
03-1230-29 • [EA] Moving to the Middle: How Placement and Personalization Impact Intrusiveness and Relevance in Video Advertising
   Jackson Carter, Ouachita Baptist
03-1230-30 • Visual Attention, Comprehension, and Memory for Visual Metaphors in Advertising
   Mohit Gupta, Aiman Kazybayeva,
   Veranika Paltaratskaya, Jennifer S. Zhang.
Thursday, August 8, 2024

Kevin Wise, and Matthew Peterson, Illinois
03-1230-31 • Politically Microtargeted Ads on Social Media: Visual Attention, Attitudes, and Effects on Affective Polarization
Brittany Shivers, Bartosz Wojdynski, Sohyun Park, Jiyoung Yeon and Jongmin Lee, Georgia
03-1230-32 • Desperately Seeking Advertising Creativity- Re-Engaging in the Imaginative 3P’s Agenda
Adetutu Wande-Kayode and Sabrina Habib, South Carolina

Discussant
Samuel Tham, Colorado State

Topic — Diversity and Personalization in Advertising
03-1230-33 • [EA] Unveiling Market Exclusion: Disability Representation in Super Bowl Ads 2024
Nisha Sridharan and Juan Mundel, Arizona State
03-1230-34 • Personalized for Whom? Auditing Algorithms behind Personalized Advertising
Ewa Maslowska, Veranika Paltaratskaya Khadija Vakeel, and Morana Fuduric, Illinois
03-1230-35 • Empowering Ads, Empowered Responses: Unveiling the Emotional and Behavioral Impact of Femvertising in China on Social Media**
Wenwen Cao, The University of Melbourne
03-1230-36 • Masculinity Clash: How Traditional and Contemporary Masculinity Influences Young Men’s Perceptions of Gender Portrayals in Advertising
Sophia Mueller, Kasey Windels, Sarah Karl, Ashley Johns and Alessandra Noli, Florida State

Discussant
Heather Shoenberger, Pennsylvania State

** Student Paper Third Place

Topic — Social Influence and Behavioral Impact
03-1230-37 • The Role of Prior Consumer Behavior, Source Credibility, and Parasocial Interaction in Social Influencer Marketing
Carolyn Lin and Xihui Wang, Connecticut
03-1230-38 • Instagram and Influencer Marketing: An Empirical Study of the Parasocial Interaction Theory and Its Effects on Purchase Intention
Caroline Chumley, Arkansas
03-1230-39 • True Influence is about Leveraging Virtuality: Unlocking the Persuasive Power of Virtual Influencers in Advertising
Vaibhav Diwanji, Jeff Conlin, Macy Burkett, and Michaella Nera Barros, Kansas
Thursday, August 8, 2024

03-1230-40 • [EA] Processing Fluency on Instagram vs TikTok: Construal Level Influences Green Advertising Outcomes on Social Media
  Qinran Li,
  and Matthew Pittman, Tennessee

Discussant
  Shanshan Lou, Appalachian State

Political Communication Division
Topic — Global News Media
03-1230-41 • Capturing the Fourth Estate: A Case Study of Bangladesh News Media
  Sima Bhowmik, Colorado-Boulder
03-1230-42 • [EA] A Critical Discourse Analysis of Political Discourse Behind China’s Regional Mudslinging
  Xinyu Cheng, Communication University of China
03-1230-43 • “Today, Hong Kong; Tomorrow, Taiwan?” A Comparative Study of Protest Paradigm Between Hong Kong and Taiwan’s Different Ideological News Coverage During the Anti-Extradition Law Amendment Bill Movement
  Carl Zhou, Haydee Gao,
  and Vicky Huang, University of Amsterdam
03-1230-44 • Digital Agenda-Building: Analyzing the Department of Defense’s Strategy on X during the Three Chinese Spy Balloons
  Muhammad Ali, Colorado, Boulder
03-1230-45 • Cartooning, Framing, and Virality: Unraveling the Power of Political Cartoons during the 2023-2024 Gaza War; A Comparative Approach
  Menna Elhosary,
  and Menna ElKashif, American University in Cairo

Discussant
  David Kim, Louisiana - Lafayette

Topic — Global Political Communication and Social Media
03-1230-46 • Visual Narratives, Social Media and National Image Construction: Strategic Lessons from the President of Ghana on Facebook
  Nana Kwame Osei Fordjour, Maryland College Park
03-1230-47 • [EA] Amplifying the Voices of Afghan Women Through Digital Activism
  Fardin Ayar, Shanghai Jiao Tong University
  Impact of People’s Political Ideology and Social Media Use on Media Trust In Bangladesh
  Abu Ahmed
  and Parisa Farhadi, Colorado State
03-1230-48 • Mapping the Digital Landscape of Hate: Assessing islamophobia in Hindu Rashtra Facebook Communities
  Nazra Izhar, Kansas
03-1230-49 • Connective Democracy and Discussions about a New Constitution on Social Media: The 2020 Plebiscite in Chile
  Ignacio Lopez, Pontificia Universidad Catolica de Chile

Discussant
  Sorin Nastasia, Southern Illinois, Edwardsville

Topic — Global Elections

41

2024 AEJMC Philadelphia, PA Conference Program Copy
Thursday, August 8, 2024

03-1230-50 • [EA] The Construction of a Political Scandal: Media Framing of Candidates’ Transgressions During Election Campaigns
   Oluseyi Adegbola, Tennessee,
   Sherice Gearhart, Texas Tech,
   and Curry Wilson, Tennessee, Knoxville

03-1230-51 • The Cognitive Benefits of Online Microtargeted Political Ads: Explaining Attitudes, Political Interest, and Campaign Knowledge
   Joerg Matthes, Melanie Hirsch,
   Selina Noetzel,
   and Alice Binder, University of Vienna

03-1230-52 • Functional Analysis of Manifesto Launch Speeches of Political Candidates from Ghana
   Anani Yao Kuwornu, Maryland, College Park

03-1230-53 • [EA] Examining the 2020 Election Voter Fraud Claims Through the Situational Theory of Problem Solving
   Adegbemi Aderemi,
   Sunha Yeo,
   and Koneru Aniketh, Oklahoma

03-1230-54 • [EA] Intercandidate Agenda-Building in the 2024 Presidential Election: Examining Trump and DeSantis Campaign Agendas
   Mohammed Alqabbaa,
   Barbara Myslik, Osama Albishri,
   and Spiro Kiousis, Florida

Discussant
   Nana Kwame Osei Fordjour, Maryland

Topic — Authoritarianism and Extremism
03-1230-55 • America, F@*k Yeah: Examining the Relationships between Partisan Media Use, Nationalism and Attitudes toward the Government
   Jay Hmielowski, Brittany Shaughnessy,
   and Masahiro Yamamoto, Florida

03-1230-56 • Authoritarians in Response to Societal Crises: Reciprocal Dynamics of Right-Wing Authoritarianism, COVID-19 Fear and Prevention Belief
   Yixiao Sun,
   and Zhihao Ma, Nanjing University

03-1230-57 • A Clear and Present Danger to Democracy: Threats Against U.S. Journalists And Their Consequences
   Lars Willnat, Martina Santia,
   and David Weaver, Syracuse

03-1230-58 • Beyond the Rhetoric: Unveiling Tucker Carlson’s Communication Strategy Amidst the Russia’s War on Ukraine
   Noureddin Yeilaghi,
   and Ali Ghanbarian, Shanghai Jiao Tong University

03-1230-59 • Banned by the Bird: A Cross-National Content Analysis of Propaganda on Twitter
   Mariam Alkazemi, Lauren Bayliss,
   Jeffrey Riley, Holly Cowart,
   Ahmed Alqarni, Judi Dalati,
   Yadiel Ortize, Yahya Alzahrany,
   Miao Sha, Bryan Sepulveda,
   Kamalich Muniz-Rodriguez, King Wa Fu,
   and Chun Hai Fung, Virginia Commonwealth

42
2024 AEJMC Philadelphia, PA Conference Program Copy
Thursday, August 8, 2024

Discussant

Shannon Zenner, Elon

Topic — Politics, Culture, and Identity

03-1230-60 • [EA] A Latent Profile Analysis: Exploring Different Types of Late-Night Satire Viewers and Their Citizenship Behavior

Heesook Choi, Mississippi State, and Weiyue Chen, Butler

03-1230-61 • [EA] Red, White, and Rural: Exploring Political Fandom in Rural Communities

Jeff Hunter, New Mexico State

03-1230-62 • Feeling Deprived, Canceling Others: Personal Relative Deprivation and Online Social Capital as Antecedents to Participation in Cancel Culture

Bingbing Zhang, Sang Jung Kim, Javie Ssozi, Brian Ekdale, and Katy Biddle, Iowa

03-1230-63 • College Campuses and Social Media Platforms as Venues for Islamophobia, Antisemitism, and Online Political Efficacy

Zienab Shoieb, Lili Romann, John Christensen, and David Atkin, Connecticut

03-1230-64 • Does Gender Identity Play a Role in Immigration Activism on TikTok? An Extended Theory of Planned Behavior Approach

Huixin Deng, Miami

Discussant

Tom Johnson, Texas at Austin

Topic — Partisans and Polarizing Media

03-1230-65 • Disaster through a Partisan Lens: Assessing the Impact of Media Bias on Death Coverage and Public Response

Ziqi Zhu, and Jieun Shin, Florida

03-1230-66 • How Partisan Media Influences Aversion to Political Compromise: Focusing on the Role of Attitude Moralization

Yoo Ji Suh, Michael Wagner, and Dhavan Shah, Wisconsin-Madison

03-1230-67 • [EA] The Stories We Tell: Examining Political Worldview Through Foundational Narratives Within Republican and Democratic Political Party Platforms and Presidential Nomination Acceptance Speeches

Erik Brooks, Chapman University

03-1230-68 • [EA] Emergent Identity Publics and the Dynamics of Communicative Domain Crossing

Adam Safer, Joshua Scacco, and Jianing Li, affiliation

03-1230-69 • [EA] Politicization of Death: Naming of Laws in the United States after Victims

Caley Hewitt, Louisiana State

Discussant

Benjamin Toff, Minnesota
Thursday, August 8, 2024

Topic — Polarization and Perception
03-1230-70 • Synthetic Realities in Political Deepfake News: Antecedents and Consequences of Social Media Disinformation Consumption
   Miao Melissa Guo, Connecticut
03-1230-71 • Dark Side of Online Engagement: Far-Right Groups Gaining Visibility, Resonance, And Legitimacy in Conspiracy Movements
   Gyo Hyun Koo, Howard,
   and Bin Chen, Texas at Austin
03-1230-72 • Mapping the “Bridging Field”: De-polarizing the Public Sphere
   Seong Jae Min, Pace University
   Patrick Meirick,
   and Marisa Penkauskas, Oklahoma
03-1230-74 • Beyond Preferences: Contextual Influences on News Diets in High-Choice Environments
   Sakshi Bhalla,
   and Harsh Taneja, Illinois at Urbana-Champaign
03-1230-75 • I’ve Got Friends in Rural Places: Examining Predictors of People’s Feelings about Rural Residents
   Jay Hmielowski,
   and Brittany Shaughnessy, Florida

Discussant
   Josh Anderson, Arizona

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

12:30 p.m. to 2 p.m. / Th035

Broadcast and Mobile Journalism Division

Refereed Research Paper Session
   Journalism in Diverse Contexts: From AI to Podcasts to Rural Journalism

Moderating/Presiding
   Volha Kananovich, Appalachian State

More Than a Numbers Cruncher: Vernon Stone’s Legacy in Electronic Media
   George Daniels, Alabama

Transparent or Opaque? A Study of the Mechanisms of Media Contact Behavior on AI News Credibility
   Ding Yu, Huiling Li,
   and Yunhao Yu, affiliation

Zero Human Emotion’; AI Anchors and The Normative Repercussions
   Muhammad Ali Muhammad,
   and Patrick Ferrucci, Colorado-Boulder

Developing Legitimacy in the Esports Podcast Ecosystem
   Lindsey Sherrill, North Alabama,
   Ryan Broussard, Sam Houston State,
Thursday, August 8, 2024

Richard Johnson, Arizona State
and Marcus Funk, Sam Houston State
“That $#*! is Hard to Get Away From”: The Labor of Working
Alone in Rural Journalism

Gregory Perreault, South Florida,
Louisa Lincoln, Pennsylvania,
Mildred “Mimi” Perreault, South Florida
and Jessica Fargen Walsh, Nebraska

Discussant
name, affiliation

12:30 p.m. to 2 p.m. / Th036

Communication Technology and Public Relations Divisions

PFR Panel Session
Title

Moderating/Presiding
name, affiliation

Panelists
name, affiliation

Description

12:30 p.m. to 2 p.m. / Th037

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.

12:30 p.m. to 2 p.m. / Th038

Cultural and Critical Studies Division

Refereed Research Paper Session
Intersections of Technology, AI, and Power
Thursday, August 8, 2024

Moderating/Presiding  
**Jenn Smith**, Kentucky

After Parasocial Relationships, what? An Empirical Analysis of Human-Chatbots Interaction and Transcending Empathy  
**Menghan Yin**, Minzu University of China

AI Generated Music and the Listening Subject  
**Ian Dunham**, affiliation

[EA] Hysteria in Empathy: Understanding Virtual Companionship Between Human-AI Emotional Connection  
**Minling Guo**, University of Macau

“Hey AI, Write A Story for Me!”: Investigating Gender Discourse in AI-Powered Chatbots Through AI Generated Stories  
**Ertan Agaoglu**, affiliation

Moral Positions Creating Power: How Technological Dualisms Inform Sex Robot Constructions  
**Annette Materson**, Temple

Discussant  
**Adina Schneeweis**, Oakland

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

12:30 p.m. to 2 p.m. / Th039

Law and Policy Division

Refereed Research Paper Session  
**Freedom of Speech in a Networked Era**

Moderating/Presiding  
**Farnosh Mazandarani**, California State, Fullerton

Jane Addams’ Lessons on Free Speech for the Networked Era*  
**Ivy Reed**, Missouri

Defending Truth in the Era of Deepfakes: Legal Responses to Manipulated Content in the Marketplace of Ideas  
**Zivile Raskauskaite**, Missouri

Blue Ribbon for Free Speech: Balancing First Amendment Rights and State Action at the Great American State Fair  
**Roy Gutterman**, Syracuse

[EA] Social Media as the New First Amendment Frontier: Assessing First Amendment Precedents in the NetChoice Cases  
**Jason Shepard**, California State, Fullerton, and **Kathleen Culver**, Wisconsin-Madison

Discussant  
**Anthony Fargo**, Indiana, Bloomington

* Second Place Student Paper Award

[EA] = This submission was accepted as an extended abstract.
12:30 p.m. to 2 p.m. / Th040

Media Ethics Division

Refereed Research Paper Session

Moderating/Presiding

name, affiliation

Discussant

name, affiliation

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

12:30 p.m. to 2 p.m. / Th041

Newspaper and Online News Division and Community Journalism Interest Group

Research Panel Session

News Desert Solutions

Moderating/Presiding

Teri Finneman, Kansas

Panelists

name, affiliation

The news desert crisis will not go away until academia steps up and starts taking practical action to help address it. How can we better teach students about news deserts and how to solve them? How can we better help the industry with practical research and getting our research to them? How can we better partner with the industry to provide training for reporters/communities? This panel will host a discussion on these issues.

12:30 p.m. to 2 p.m. / Th042

Scholastic Journalism Division

Refereed Research Paper Session

Professional Roles and Resilience: Readying Young Journalists for the Work

Moderating/Presiding

Barbara Hines, Howard


Vy Luong and Joy Jenkins, Missouri

[EA] News/Academic Partnerships: Assessing the Student Experience

Colleen Steffen, Franklin College
Thursday, August 8, 2024

and Hannah Kirkpatrick, Vermont

[EA] Burnout Experiences Among Journalism Students, Educators, and Peripheral Actors

Avery Holton and Aly Hill, Utah

[EA] Virtually Prepared: Using VR to Build Trauma Awareness and Resilience in Journalism Students

Gretchen Hoak, Kent State

From Practice to Pedagogy: Examining Journalists as Teachers of their Profession

Michael Spikes, Northwestern

Discussant

Peter Bobkowski, Kent State

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

12:30 p.m. to 2 p.m. / Th043

Commission on Graduate Education

Luncheon

Graduate Student Luncheon

Moderating/Presiding

Patrick R. Johnson, Marquette

This luncheon celebrates the accomplishments of graduate students in AEJMC. All graduate students can register for the luncheon ($5 cost), where CSGE will host an annual meeting, share updates for graduate students, create a space for networking, and acknowledge award winners and showcase participants.

12:30 p.m. to 2 p.m. / Th044

Commission on the Status of Minorities

High Density Refereed Research Paper Session

Moderating/Presiding

Cathy Jackson, Norfolk State

Topic I — Empowering the Silent: Effective Communication in the 21st Century

Diverse Foundations in Mass Communication: A Critical Pedagogical Intervention, Loren Saxton Coleman

Jayne Cubbage,

and Cheryl Jenkins, Southern Mississippi

Mental Health Perceptions of Underrepresented College Students

In U.S. Higher Education

Tugce Ertem-Eray, North Carolina State,

Eyun-Jung Ki,

and Yezi He; Katelin Mueller, Alabama

Newsroom Diversity’s Evolution: A Textual Analysis
Thursday, August 8, 2024

of Metajournalistic Discourse
  Kayli Plotner, Colorado, Boulder
Producing Telenovelas to Engage Latinos About Alzheimer’s Disease
  Jennifer Vardeman,
  Jeremy Cajina-Clarke, and Luis Medina, Houston

Discussant
  Mia Moody-Ramirez, Baylor

Topic II — Top Papers/Documenting the Challenges Marginalized Communities Face Using Various Platforms

Moderating/Presiding:
  Kathleen McElroy, Texas at Austin

Will Using Live-Streamed Intangible Cultural Heritage Content Enhance Cross-Cultural Competencies And Reduce Anti-Semitism?**
  Kenneth C. C. Yang, Texas at El Paso
  and Yowei Kang, National Chung Hsing University
Giving “Voice” To Inequity: Documenting the Professional Challenges and Adaptations of Journalistic Podcaster from Marginalized Background*
  Kelsey Whipple,
  and Catherine Hurley, Massachusetts
Representation in Florida’s State Book Award Winners in an Era of Erasure***
  Via Lipman, Stanford
Focusing On Minority Groups: A Quantitative Study on The Attitudes of Diverse Minority Groups Toward ChatGPT****
  Wenchang Wang, Yuqing Liu,
  Zhiyi Lin,
  and Wenxin Ouyang, Peking University

Discussant
  Carolyn Wolcott, Clayton State

*Top Faculty, First Place
**Top Faculty, Second Place
***Top Student, First Place
****Top Student, Second Place

12:30 p.m. to 2 p.m. / Th045

Religion and Media Interest Group

Offsite Luncheon
  Title

Moderating/Presiding
  name, affiliation

Panelists
Thursday, August 8, 2024

**12:30 p.m. to 2 p.m. / Th046**

**Association for Education in Journalism and Mass Communication Membership Committee**

PFR Panel Session

*Breaking the Silence: Intersectional Perspectives on Mental Health, Pedagogy, and Research in Journalism and Mass Communication*

Moderating/Presiding

_Melanie Cosby_, Co-chair, Mental Health Task Force, Temple

Panelists

_Dorothy Bland_, North Texas  
_Danielle Brown_, Michigan State  
_Chelsea Reynolds_, California State-Fullerton  
_Desiree Hill_, Oklahoma  
_Jennifer Midberry_, Lehigh

---

**12:30 p.m. to 2 p.m. / Th047**

**South Asia Communication Association (SACA)**

Refereed Research Paper Session

*Representation and Voice — The Future of Democracy: Media Research on South Asia and Its Diaspora Worldwide Part I*

Moderating/Presiding

_Shafiqur Rahman_, South Carolina State  
_and Deb Aikat_, North Carolina at Chapel Hill

**Topic I — Media Education and Research in South Asian Contexts**

Global Accreditation Challenges and Curriculum Innovation

In Media Education Institutions

_Ruhi Lal_, Manav Rachna International Institute of Research & Studies, India

Social Media Use in Journalism Education in Afghanistan

_Shugofa Dastgeer_, Texas Christian  
_and Hamid Obaidi_, Leipzig University, Germany

Whatsapp As a Tool for Research Recruitment: Strategies and Implications

_Shaheen Kanthawala_, Alabama,  
_Ankolika De_, Pennsylvania State  
_and Jessica Maddox_, Alabama

Discussant

_Jyotika Ramaprasad_, Miami
Topic II — Media, Culture, And Identity in South Asian Contexts - I
The Role of Social Media in Cultural Integration and Mental Health: A Qualitative Study of The Bengali Diaspora in Philadelphia

Madhab Chandra Das, Temple
Communication Competence and Its Relation to Social Media Use Among College Students: A Cross-Cultural Study

Md Belal Hossain, Minnesota State, Mankato
Negotiating Diasporic Identity: Media, Agency, and the Indian Diaspora in the US

Amaresh Jha, UPES, India
“Naatu Naatu” as a Metacommentary of The Pan-Indian Film Genre

Jeevani Sammeta, Bowling Green State
Addressing The Diaspora: Indian Television’s Transnational Imaginings

Ritika Pant, O.P. Jindal Global University, India
How BTS Is Facilitating Korean Language Learning in South Asia: A Thematic and Social Network Analysis

Jarin Anjum, Government Brajalal College, Bangladesh
and Md Enamul Kabir, Clemson

Discussants
Rauf Arif, Towson
and Mohammad Ali, Maryland, College Park

Topic III — Media, Culture, And Identity in South Asian Contexts - II
Role Of Coke Studio Pakistan’s Tu Jhoom Qawwali in Intercultural Communications

Sara Wahid, Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology, Pakistan
Did Players Learn Indian Cultural Heritage from Playing Raji: An Ancient Epic Video Game? A Computational Experiential Narrative Analysis

Yowei Kang, National Chung Hsing University, Taichung, Taiwan
and Kenneth C. C. Yang, Texas at El Paso
Power, Masculinity and Gendered Sounds in Top Gun (1986) and Top Gun: Maverick (2022)

Sandra B Jacob, and Hoimawati Talukdar, Christ (Deemed to be University), Delhi NCR, India
Power: Domination And Crafted Mind of a Hero: Depiction of Hegemonic Masculinity in Indian Parallel Cinema

Debjani Halder, Manipal Institute of Communication, India
Decolonial Perspectives on Contemporary Retellings and Popular Culture

Sushmi Mishra, Berhampur University, India
and Bandita Kumari Panda, Berhampur University, India
Sports, Media and Morality: South Asian Media’s Framing of the Sania Mirza-Shoaib Malik Divorce

Steve Bien-Aimé, Kansas,
Umer Hussain, Wilkes,
Haseena U. Khan, Nazra Izhar,
and Aminah Syed, Kansas

Discussant
Enakshi Roy, Towson
Topic IX — Framing News and Communication
Framing Civil-Military Relations: A Content Analysis of Pakistani Print Media
Hassan Siddique,
and Ayesha Ashfaq, Punjab University, Pakistan
Framing The Minority: Journalism Coverage and Vietnam’s Policy of Ethnic Groups
Vi Thi Phuong, University of Sciences, Thai Nguyen, Vietnam
and Yu Van Khanh, Thai Nguyen University, Vietnam
A Comparative Textual Analysis of Media Coverage on The January 7 General Election in Bangladesh: Uncovering Narratives, Biases, And Perspectives
Serajul I. Bhuiyan, Savannah State
and Sima Bhowmik, Colorado
Abhinav Kaul Aima, Pennsylvania State New Kensington
Making Meaning: Media Representations of China-EU Migration
Muhammad Anisur Rahman Akanda, Haji Jalmamud College, Bangladesh

Discussants
Dhiman Chattopadhyay, Shippensburg
and Nabila Mushtarın, Louisiana State

Topic V — Political Communication in South Asian Contexts
The US. And Russian Embassies’ Public Diplomacy Strategies in Bangladesh: An Examination of Relationship Management
Zahedur Arman, Framingham State
and Rezaul Karim, Arizona State
Geopolitical Manipulations and Democratic Integrity: Analyzing Foreign Interference In Bangladesh’s Elections
Serajul I. Bhuiyan, Savannah State,
Mohammad Ala-Uddin, James Madison
and Sima Bhowmik, Colorado
Analyzing Campaign Strategies: Recent Political Movements in Bangladesh To Restore Caretaker Government
A K M Zamir Uddin,
and Mst Rokshana Pervin, Missouri State
and Muhammad Aminul Islam, Wayne State
Strategic Political Communication Through Campaign Posters: A Study of Bangladesh’s 2024 National Elections
Mohammad Ali, Maryland
and Md Rejaul Haque, Colorado State
Using National Day Parade Songs to Cultivate Patriotism and National Identity In Singapore: A Text Mining and Sentiment Analysis
Kenneth C. C. Yang, Texas At El Paso
and Yowei Kang, National Chung Hsing University, Taichung, Taiwan

Discussants
Zahedur Arman, Framingham State
and Zakaria Khan, South Florida
Thursday, August 8, 2024

Topic VI — Persuasive Communication and Campaigns in South Asian Contexts
Corporate Branding and Crisis Management in Bangladesh: An Analysis of Situational Crisis Communication Theory and Image Repair Theory
  Khairul Islam, State University of New York at Oswego,
  Najma Akhter, Wayne State
  and Md. Sayeed Al-Zaman, Jahangirnagar University, Dhaka, Bangladesh

Rebuilding Trust: Analyzing Crisis Communication in Bangladesh’s E-Commerce Meltdown
  Muhammad Aminul Islam, Wayne State
  AKM Zamir Uddin, Missouri State
  and Md Hasan, The University of Queensland, Australia

Indian Environmental Activism: Ideological Origins, Communicative Strategies, And Protest Tactics Since The 1980s
  Vamsi Chaitanya Pedasanaganti, Bowling Green State

What Makes Medical Practitioners Popular on Digital Platforms? Cases From Bangladesh
  Md Hasan, University of Queensland, Australia,
  Md Nurul Karim Bhuiyan,
  and Minara Nazmin, Georgia State

Discussant
  Serajul I. Bhuiyan, Savannah State
  and Rita, Tribhuvan University, Nepal

This interactive research paper session organized by the South Asia Communication Association (SACA) reflects SACA’s commitment to the 2024 AEJMC conference theme “Representation and Voice — The Future of Democracy.” Research papers were selected in a peer-reviewed competition. With over one-fourth of the world’s population, South Asia has emerged as an important region for politics, security, health, culture, media and other relevant issues across the repertoire of our field. SACA was constituted in 2015 at the AEJMC conference in San Francisco. Instituted as an umbrella organization with a presence in many key organizations in the journalism and mass communication discipline, SACA members involve more than 600 professionals and scholars worldwide.

2:30 p.m. to 4 p.m. / Th048

Advertising Division and Lesbian, Gay, Bisexual, Transgender, Queer Interest Group

Research Panel Session
  Critical Voices in Advertising Research

Moderating/Presiding
  Harsha Gangadharbatla, Colorado at Boulder

Panelists
  Chelsea Reynolds, California State Fullerton
  Kasey Windels, Florida
  Sophie Mueller, Miami
  Minjie Li, Tennessee
  Louvins Pierre, Connecticut
Thursday, August 8, 2024

This panel brings together researchers from multiple divisions to discuss the lack of critical voices in advertising research and makes a case for why including such perspectives is ultimately a good thing for the future of advertising research.

2:30 p.m. to 4 p.m. / Th049

**Communicating Science, Health, Environment and Risk** and **Visual Communication Divisions**

**Scholar-to-Scholar (Poster) Refereed Research Paper Session**

**Communicating Science, Health, Environment and Risk Division**

**Topic I — Covid-19 and Message Strategies**

**04-1430-01** • Overload and Disparities by Educational Attainment in COVID-19 Information Behaviors among Chilean Adults  
*Macarena Penayillo*, Universidad Diego Portales

**04-1430-02** • Emotion Impact Factors and Management Strategy Among Quarantined College Students As Close Contacts During COVID-19  
*Lin Zhang*, Shanghai University

**04-1430-03** • Using Social Media to Correct COVID-19 Misinformation: How Message Features Shape Audience Engagement on Sina Weibo  
*Qinyu E, Luge Yang, Xialin Zhang,*  
and *Leichen Li*, University of Shanghai for Science and Technology

**04-1430-04** • Convergence and Social Media Use in Risk Perception: An Investigation on Both Central Tendency and Dispersion  
*Sifan Xu*, Tennessee, Knoxville,  
and *Xinyan Zhao*, affiliation

**04-1430-05** • White Young Adults’ Defensiveness Strategies in Relation to COVID-19 Racial Health Inequities  
*Mary Beth Deline*, affiliation,  
*Mary Katreeb*, affiliation,  
*Emily Mason*, affiliation,  
*Laura Rickard*, affiliation,  
*Ertemisa Godinez*, affiliation,  
and *Kajsa Dalrymple*, affiliation,  
*Mary Katreeb*, affiliation,  
*Emily Mason*, affiliation,  
*Laura Rickard*, affiliation,  
*Ertemisa Godinez*, affiliation,  
and *Kajsa Dalrymple*, affiliation,  
*Mary Katreeb*, affiliation,  
*Emily Mason*, affiliation,  
*Laura Rickard*, affiliation,  
*Ertemisa Godinez*, affiliation,  
and *Kajsa Dalrymple*, affiliation,  
*Mary Katreeb*, affiliation,  
*Emily Mason*, affiliation,  
*Laura Rickard*, affiliation,  
*Ertemisa Godinez*, affiliation,  
and *Kajsa Dalrymple*, affiliation,

**04-1430-06** • Pro-Vaccination Flu and COVID-19 Messages: Evidence of Congenial Targeted and Spillover Effects  
*James Dillard,*  
and *Lijiang Shen*, Pennsylvania State

**04-1430-07** • Exploring the Interplay Between Media Exposure, Individual Factors, Belief in COVID-19 Conspiracy Theories, and Vaccine Behavior  
*Michelle Seelig, Zixiao Yang,*  
*Songyi Liang, Ashley Hemm,*  
and *Daniel Verdead*, Miami,  
*Sandra Kuebler,*  
and *Amanda Diekmann*, Indiana, Bloomington,  
*Manohar Murthi, Kamal Premaratine,*  
*John Funchion,* and *Stefan Wuchty*, Miami

**04-1430-08** • Examining The Roles of Different Cultural Values in The Intention to Vaccinate Against COVID-19 and Influenza  
*Ruifen Zhang*, affiliation,

54

2024 AEJMC Philadelphia, PA Conference Program Copy
Thursday, August 8, 2024

Hepeng Jia, affiliation, Xi Luo, affiliation, and Qinliang Liu, affiliation
04-1430-09 • [EA] A Close Textual Analysis of WHO’s COVID-19 Pandemic Declaration Speech
Jeffrey Nyabor, Mississippi State

Topic II — Emotion, Messaging, and the Media
04-1430-10 • Too Much of a Good Thing: Dramatization, Emotion and User Engagement in Health-related Short Videos
Ge Zhu, affiliation, and Yilin Luo, affiliation,
04-1430-11 • Emotion Vs Cognition: How A Science Media Event May Stimulate the Audience’s Science Interest
Xi Cui, College of Charleston, and Jiaying Zhao, affiliation
04-1430-12 • Self-Compassion, Embodiment, And Culture: Body Satisfaction’s Protective Factors Against Social Media Use and Self-Objectification Among Young Chinese Men
Ruobing Chi, Zhenxiang Zhu, Chengzhi Lin, and Jiajia Yang, Shanghai International Studies University
04-1430-13 • Amazing or Awful? The Role of Message Frames in Expectancy-Value Based Weight Management Intentions
Xuan Qian, affiliation
04-1430-14 • [EA] Utilizing Competing Biological Motivations: Can We Decrease People’s Disgust Response to Lab Grown Meat?
Rachel Bailey, Pooja Ichplani, and Yu Liang, Florida State,
Jay Hmielowski, and Myiah Hutchens, Florida
Tongtong Li, Fudan University
04-1430-16 • [EA] Communicating Food Safety via Short Videos: The Role of Narrative, Emotion, and Perceived Familiarity in Risk Communication
Yujing Lin, Tsinghua University

Topic III — Social Conflict and Crisis Communication
04-1430-17 • Examining Quality Information Flow in Rural Communities During Natural Disasters: Findings from Community Leaders in Emergency Response
Nicole Kelp, Ashley Anderson, and Teryn Ferrell, Colorado State,
Joy Enyinnaya, University of the Fraser Valley, and Shelby Cagle, Colorado State
04-1430-18 • Sobra Na (That’s Too Much): Exploring How Filipinos Communicate Domestic Violence Boundaries in Away Mag-Asawa (Spousal Conflict) And Disiplina Sa Bata (Child Discipline)
Maria Aurora Lolita Liwag-Lomibao, Fernando Paragas, and Randy Jay Solis, University of the Philippines
Thursday, August 8, 2024

04-1430-19 • Explicating Communication Factors in A Model on The Determinants of Likelihood to Act on Cases of Violence and Injury Against Women and Children
  Fernando Paragas,
  Maria Aurora Lolita Liwag-Lomibao,
  and Randy Jay Solis, University of the Philippines

04-1430-20 • Vaccines During Crises: Rohingya Refugees’ COVID-19 Vaccine Attitudes and Behavior
  Porismita Borah,
  and Bimbisar Irom, Washington State,
  Tania Nachrin, Maryland, College Park,
  and Xiaohui Cao Cao,
  and Folake Okor, Washington State

04-1430-21 • Exploring the Effectiveness of An Interactive Disaster Communication Tool via a Storm Preparedness Mobile App
  Carolyn Lin, Connecticut

04-1430-22 • The Effects of Information Source Exposure on Altruistic Behavior in Public Health Emergency
  Yusi Zhang, affiliation

04-1430-23 • [EA] Popular U.S. News Media Websites’ Representation of the Fentanyl Crisis
  Blessing Jona, Kansas

04-1430-24 • [EA] Newark Water Crisis through the Lens of Flint: An Analysis of Media Exemplification
  Khairul Islam, State University of New York at Oswego,
  and Najma Akhther, Wayne State

Topic IV — Social Media, Influencers, and Health Communication

04-1430-25 • Health-Related Communication of Social Media Influencers: A Scoping Review
  Jaroslava Kankova, Alice Binder,
  and Joerg Matthes, University of Vienna

04-1430-26 • Exploring Dark Side of Social Media Influencers’ Health Advice: Insights from Health Expert Content Creators
  Jaroslava Kankova, Alice Binder,
  and Joerg Matthes, University of Vienna

04-1430-27 • Unraveling the Impact of Social Media Involvement on Public Health Participation in China
  Yusi Zhang, affiliation,
  Wanqi Gong, affiliation,
  and Xigen Li, affiliation

04-1430-28 • The Impact of Sponsorship and Message Perspective in Influencer Marketing for Online Mental Health Promotion
  Hye Min Kim,
  and Sun-Young Park, Massachusetts

04-1430-29 • Scrolling Towards Wellness: The Influence of Social Media Health Information Consumption on Pro-Health Behaviors
  Anna Young,
  Paula McDowell Kalksma,
  and Jonathan Moore, Connecticut

04-1430-30 • Doctor Influencers on Instagram: Impact of Narrative Messaging and Source Type on Sexual Health Attitudes and Behavioral Intentions
  Simu Dey, Cindy Fang,
Thursday, August 8, 2024

and Susanna Lee, Temple

04-1430-31 • [EA] What Do Doctors “Tok” about Health? A Content Analysis of Doctor Influencers’ Videos on Chinese TikTok (Douyin)
   Zhiying Xu, Lei Chen,
   Bingbing Zhang, and Rachel Young, Iowa

04-1430-32 • [EA] Climate Change Communication Using TikTok Video and Dialogue
   Zara Masood,
   and Jyotika Ramaprasad, Miami

04-1430-33 • [EA] WeChat Use, Cognitive Function, and Depressive Symptoms: Examining Longitudinal Relationships among Chinese Older Adults
   Liangqi Ding, Fudan University,
   Junyan Lu, affiliation
   and Xin Ma, Maryland

04-1430-34 • [EA] Stigmatization of Mpox and The MSM Community on Twitter: A Computational Approach to Understanding the Negative Emotions Expressed Through Stigmatizing Language
   CJ Calabrese, Clemson,
   Sushma Kumble, Towson
   and Xudong Yu, North Dakota

04-1430-35 • [EA] Social Media as a Silver Lining: How Quarantined Chinese Cope with Anxiety and Loneliness in the Pandemic
   Jing Jin, Zizhong Zhang,
   and Chen Luo, Columbia

Visual Communication Division

Discussant
   name, affiliation

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

2:30 p.m. to 4 p.m. / Th050

Cultural and Critical Studies and Law and Policy Divisions

Teaching Panel Session
   New Adventures in Academic Freedom: Threats and Responses

Moderating/Presiding
   Ralph Beliveau, Oklahoma

Panelists
   Meta G. Carstarphen, Oklahoma
   Victoria Ekstrand, North Carolina at Chapel Hill
   Evan Ringel, North Carolina at Chapel Hill
   Natalie Tindall, Texas at Austin

Speakers on this panel will address ways they have articulated responses to these threats in their classes and in their scholarship. An overview of the most recent threats updates our thinking of the lines of this conflict. Additionally, we explore what should we do in our own best interests to serve the public’s needs and at the same time protect our professional selves from such critiques and potential sanctions. Some of these threats
are external, but others are structured into our institutions, connected to the politics of administration and governance that have an arguably problematic relationship with the ethical intentions of higher education.

2:30 p.m. to 4 p.m. / Th051

History and Magazine Media Divisions

Research Panel Session
The Future of Academic Publishing

Moderating/Presiding
Pam Parry, Southeast Missouri State and Journalism History Journal
and Joy Jenkins, Missouri and Journal of Magazine Media

Panelists
Teri Finneman, Kansas
Madeleine Liseblad, California State, Long Beach
Kevin Lerner, Marist College
Miglena Sternadori, Texas Tech

This session will allow for broad discussion among the History and other divisions about the future of their journals and how to move them forward. As Journalism History celebrates its 50th anniversary, what should the next 50 years look like? Similarly, the Journal of Magazine Media is approaching its 25th anniversary and looking to raise its profile. Members of these divisions can engage in active brainstorming on how to create journals for the future that better serve authors, reviewers and journal staff. We hope this session will provide division-wide discussions on what we hope for the future for division journals. What do we want for the future of academic publishing? What works, what doesn't, and what can be more innovative?

2:30 p.m. to 4 p.m. / Th052

Media Ethics Division and Entertainment Interest Group

Teaching Panel Session
Practically Applying Media Ethics Skills in Entertainment Media Classrooms

Moderating/Presiding
Alexis Romero Walker, Manhattanville

Panelists
Adria Goldman, Mary Washington
Madhavi Reddi, York College
Michele Meyer, Geena Davis Institute
Nicole Kraft, Ohio State
Nicole Smith Dahmen, Oregon

This panel will include professionals and educators from a variety of sectors of entertainment media education. From those that teach film, to those that teach sports, all of our panelists will discuss the ways in which they incorporate topics of ethics in their courses. This is, specifically, tied to entertainment courses which engage with “practical” teaching, which prepares students to enter the professional discipline. This might include courses such as Sports Journalism, Film Cinematography, Screenwriting, Public Relations, and so forth. While
ethics are important to teach in conceptual courses, ethics must also be implemented in the production process. Therefore, these panelists will discuss their strategies of incorporating ethics in the field and in the professional-based classroom.

2:30 p.m. to 4 p.m. / Th053

Newspaper and Online News Division

High Density Refereed Research Paper Session

Political issues and Journalism

Moderating/Presiding

Matt Haught, Memphis

Navigating Politics and Scandal: News Coverage of George Santos’s Sexuality and Political Ideology

Clay Williams

and Rhonda Gibson, North Carolina at Chapel Hill

PolitiTok: Testing the Credibility of Partisan Media Among TikTok Users

Jessica Sparks

and Myiah Hutchens, Florida

Incidental Encounters, Intentional Engagements: Dissecting Political News Consumption on Short-Form Video Platforms

Yani Zhao, Texas Tech,

Richard M. Perloff Cleveland State

and Sherice Gearhart, Texas Tech

When Lawmakers Wander in News Deserts

Jared Schroeder

and Joy Jenkins, Missouri

Cross-Border Framing: Coverage of Brazil’s 2022 Election By Five U.S. Newspapers

Marina Petric

and Miglena Sternadori, Texas Tech

Discussant

Logan Molyneux, Temple

Lay Theory from Political Actors: What Local Organizers Can Teach Us About the Role Of Local News In Democracy

Andrea Lorenz, Kent State

The Hollowing Out of Nonprofit News: An Ethnographic Investigation into the Implications of Exploited News Workers*

Jocelyn McKinnon-Crowley, Syracuse

Impacts of Increased News Media Coverage on Police Officer Decision-Making and Use of Force Situations

Michael James, Georgia

[EA] Media Framing Analysis of Election Misinformation: A Study on Bangladeshi Newspapers

Mahedi Hasan, Md. Sajedul Islam,

Suhunur Rahman Shuvo,
and Ali Ashan, Texas Tech,
and Md Abu Bakkar Sikkik, Nanjing University
News or Propaganda during a Public Health Crisis? A Multimodal Discourse Analysis in Front Pages of 13 Local Media in China
Peng Wan, Renmin University of China

Discussant
Beth Knobel, Fordham

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

* Third Place Student Paper

2:30 p.m. to 4 p.m. / Th054

Political Communication and Broadcast and Mobile Journalism Divisions

PFR Panel Session
“Horse Race” Coverage of Elections and “False Equivalency”: What to Avoid and How to Get it Right

Moderating/Presiding
Lindita Camaj, Houston

Panelists
Tom Johnson, Texas at Austin
Margaret Talev, Institute for Democracy, Journalism, & Citizenship, Syracuse
Michael Koliska, Georgetown
Jean Friedman-Rudovsky, Resolve Nonprofit Newsroom
Julia Terruso, Philadelphia Inquirer

This panel brings together experts and journalists to discuss how can news media avoid the pitfalls of the previous election coverage and get it right! They will address questions such as “Why does election coverage look the way it does?” “Should horse race coverage be avoided?” How can it be improved?” “Can we be fair to both sides and still avoid false equivalency?”

2:30 p.m. to 4 p.m. / Th055

AEJMC Council of Affiliates

PFR Panel Session
Inclusive Approaches to Business Journalism Coverage and Careers

Moderating/Presiding
Jake Batsell, Southern Methodist

Panelists
Derrick Cain, Director of Community Engagement, Resolve Philly
Desiree Hanford, Northwestern
Ali Jackson-Jolley, Assistant Managing Editor for DEI, Forbes

60
2024 AEJMC Philadelphia, PA Conference Program Copy
The field of business journalism has long reflected disproportionately white and male power structures, both in newsroom representation and in prevailing approaches to financial and economic coverage. This panel will focus on ways that newsrooms, industry organizations, and journalism educators are proactively bringing an inclusive mindset to business journalism — whether through news coverage such as the collaborative, 29-newsroom, award-winning Broke in Philly project focusing on economic mobility, or through recruitment initiatives and partnerships designed to bring more diversity to the newsrooms that produce business and economic journalism.

2:30 p.m. to 4 p.m. / Th056

Commission on Graduate Education

Teaching Panel Session

Graduate Teaching Showcase

Moderating/Presiding

Patrick R. Johnson, Marquette and Briana Trifiro, Boston

Discussants

name, affiliation

The Commission on Graduate Education’s newest initiative highlights the best in teaching for graduate students. This session includes graduate students presenting teaching demos, lesson plans, assessment strategies, and interdisciplinary opportunities for teaching success. This event aims to showcase examples of effective teaching to inspire and encourage instructors at all levels.

2:30 p.m. to 4 p.m. / Th057

Commission on the Status of Minorities and Commission on the Status of Women

Teaching Panel Session

Experiential and Inclusive Pedagogy through Teaching Practice: Why Hackademics Matter

Moderating/Presiding

Carolyn Walcott, Clayton State

Panelists

Dorothy Bland, North Texas
Uche Onyebadi, Texas Christian
Maha Bashri, United Arab Emirates University

The session will engage early career journalism educators and graduate students who are contemplating an industry-academy blend of teaching and learning to enable immersive experiences for students. The panel, composed of journalism professors who were former journalists, will also address the role of “hackademics” in fostering best practices on issues pertaining to media production and representation through an inclusive lens.

2:30 p.m. to 4 p.m. / Th058
Participatory Journalism and Community Journalism Interest Groups

PFR Panel Session

The Emotional Toll of Community-engaged Journalism: How Journalists Navigate Bandwidth, Boundaries, and Burnout

Moderating/Presiding

Jillian Bauer-Reese, Temple

Panelists

Derek Cain, Resolve Philly
Siani Colón, Kensington Voice
Nora Elmarzouky, Friends, Peace, Sanctuary Journal
Nick Mathews, Missouri
Emma Restrepo, VozColectiva
Afea Tucker, The Trace
Nick Mathews, Missouri

Participatory journalism practices aim to decrease boundaries between journalists and the historically underserved communities with whom they engage, but at what cost to the journalists—often members of those same communities—doing this type of work? This panel will explore the emotional labor to which journalists embedded in and engaged with communities are exposed, putting them at increased risk of burnout. Panelists from various Philly-based projects will share their experiences navigating emotional labor, bandwidth, boundaries, burnout, effective coping mechanisms, and more.

2:30 p.m. to 4 p.m. / Th059

Association for Education in Journalism and Mass Communication News Engagement Day

Research Panel Session

Being Smart about News Engagement, Disinformation, Influencers & Journalism Do’s and Don’ts During the 2024 Presidential Election Season

Moderating/Presiding

Paula M. Poindexter, Texas at Austin, Chair, News Engagement Day Committee

Panelists

Peter Bobkowski, Knight Chair in Scholastic Journalism, Kent State
Amy Zerba, Senior Editor, The New York Times
Tom Kent, Adjunct Professor, The Harriman Institute, Columbia
Stephanie Edgerly, Associate Dean of Research, Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern
Lars Willnat, John Ben Snow Research Professor, Newhouse School, Syracuse, Lead Author, “The American Journalist Under Attack: Media, Trust, and Democracy”
Laura Castañeda, Professor of Professional Practice and Associate Dean, USC Annenberg School for Communication and Journalism, Southern California

Navigating a presidential election news landscape infected with disinformation will be discussed; the 2024 News Audience Research Paper Award will be presented and a new Research Grant will be announced. Plus, we’ll share News Engagement Day plans!
2:30 p.m. to 4 p.m. / Th060

Association for Education in Journalism and Mass Communication

Panel Session

AEJMC Past President Panel

Moderating/Presiding

name, affiliation

Panelists

name, affiliation

Description

2:30 p.m. to 4 p.m. / Th061

Association for Education in Journalism and Mass Communication Elected Standing Committee on Teaching

Teaching Panel Session

Teaching Experts Are In: Preparing Educators for Teaching the Next Generation

Moderating/Presiding

Shearon Roberts, Xavier-Louisiana, 2023-24 Chair, ESC Teaching

Roundtable Facilitators

Table 1 — Nailing the Teaching Presentation for Campus Interviews

Theresa de los Santos, Pepperdine, Standing Committee on Teaching
and Elizabeth Smith, Pepperdine, SCHJ Teaching Chair

Table 2 — Course Design and Redesign

Lisa Burns, Quinnipiac, Standing Committee on Teaching
and Bailey Dick, Bowling Green, HIST Teaching Chair

Table 3 — Assessment and Feedback Training

Laura Smith, South Carolina, Standing Committee on Teaching
and Samantha Kocan, Montevallo, BAMJ Teaching Chair

Table 4 — Active Learning Strategies for the Next Generation

Gabriel Tait, Ball State, Standing Committee on Teaching
and Mia Moody-Ramirez, Baylor, Standing Committee on Teaching

Table 5 — Insights on Large Lecture Training

Chris Roberts, Alabama, Standing Committee on Teaching
and Sharon Baldinelli, Nebraska-Lincoln, SHER Teaching Chair

Table 6 — Teaching Culturally Diverse Students

Nandini Bhalla, Texas State, Standing Committee on Teaching
and Sara Shaban, Seattle Pacific, INTC Teaching Chair

Table 7 — Dealing with Difficult Classroom Situations and Controversial Topics

Tracy Everbach, North Texas, Standing Committee on Teaching
and Carolyn Nielsen, Western Washington, CSWM Chair

Table 8 — Legal Training for Teachers

Emily Metzgar, Kent State, Standing Committee on Teaching,
Thursday, August 8, 2024

and Kristen Patrow, Butler, LAWP Teaching Chair

Join invited representatives from Commissions/DIGs, as well as members of the Standing Committee on Teaching for topic-driven tables about teaching the next generation. Think of it as speed dating with an academic twist.

4:30 p.m. to 6 p.m. / Th062

Communicating Science, Health, Environment and Risk Division

Refereed Research Paper Session

Al and Machine Learning Techniques in ComSHER

Moderating/Presiding

name, affiliation

Predicting Prostate Cancer Screening Behaviors from Interpersonal, and Mass Media Factors: A Machine Learning Algorithmic Approach

Emmanuel Maduneme, and Megan Denneny, Oregon

Will You Disclose Personal Health Information to a Medical Machine Online?

Shuoshuo Li, and Jian Xu, Shanghai Jiao Tong University

Tailoring Generative AI Chatbots for Multiethnic Communities in Disaster Preparedness Communication

Xinyan Zhao, affiliation, Yuan Sun, affiliation, Wenlin Liu, affiliation, and Chau-Wai Wong, affiliation

How AI Information Exposure Affects Unemployment Risk Perception: Mediated by Negative Emotions and Subjective Knowledge

Min Cai, affiliation, and Hongfa Yi, affiliation

Conversations with A Pro-Environmental Chatbot with an Experiential Mind: Engaging and Persuading through Eeriness and Amazement

Ja Kyung Seo, and Hye Jin Yoon, Georgia

Experimental Evidence on Factors Influencing Patient Adherence to AI or Human Doctor

Shuoshuo Li, and Jian Xu, Shanghai Jiao Tong University

Discussant

name, affiliation

4:30 p.m. to 6 p.m. / Th063

Communication Technology and Visual Communication Divisions

PFR Panel Session

2024 AEJMC Philadelphia, PA Conference Program Copy
Thursday, August 8, 2024

Title

Moderating/Presiding
   name, affiliation

Panelists
   name, affiliation

Description

4:30 p.m. to 6 p.m. / Th064

Cultural and Critical Studies and International Communication Divisions

High Density Refereed Research Paper Session

Cultural and Critical Studies Division
Moderating/Presiding
   name, affiliation

[EA] Motivations and Challenges of Bangladeshi Diaspora Journalists in the U.S.
   Mohammad Delwar Hosen
   and Ruth Moon, Louisiana State

[EA] Understanding the China-Vietnam Relationship on Self-censorship of Journalists Reporting on the Border War Anniversaries
   Ha Huong, Kansas

[EA] Unpacking Transnational Journalists in the Western Media System
   Weile Zhou, affiliation

[EA] Humanizing or Dehumanizing? The Exploration of Visual Representations of Refugees Through the Lens of Humanitarian Organizations
   Triwik Kurniassari, Pennsylvania State

[EA] Reading Between Criticism and Repair: Metajournalistic Discourse Analysis of the Western Media Coverage of Israel-Gaza War
   Nihal Alaqabawy,
   Rania Al Namara,
   and Patrick Ferruci, Colorado Boulder

Discussant
   Maha Bashri, United Arab Emirates University

International Communication Division
Moderating/Presiding
   name, affiliation

Topic — Power and Underrepresentation in Global Media
Constructing National Identity via Historical Gameplay: A Computational Text Mining Study of the Devotion Video Game in Taiwan
   Yowei Kang, National Chung Hsing University
   and Kenneth C. C. Yang, Texas at El Paso

The Role of Culture in Audiences’ Trust in Mainstream Media
   Hechen Ding

2024 AEJMC Philadelphia, PA Conference Program Copy
Thursday, August 8, 2024

and Hong Vu, Kansas,
Tien-Tsung Lee, University of Macau,
and Rim Chaif, Kansas
Atanarjuat’s Cultural Economy Moment: Indigenous Filmmaking on The Global Stage
Derek Moscato, Western Washington
Cryptogaming Potentials: The Discourse of An Imagined Future By Gaming Companies In Africa for Africa & Africans
Henry Ugwu
and Jolene Fisher, Colorado, Boulder
[EA] Counter Hegemonic Narratives Through Podcasting; The Case of Uganda’s Youth Podcasters
Stephen Ssenkaaba, Oregon

Discussant
name, affiliation

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

4:30 p.m. to 6 p.m. / Th065

Magazine Media and History Divisions
PFR Panel Session
Podcasts as Public Scholarship

Moderating/Presiding
Cara Jedlicka-Hawkins, Washington State

Panelists
Teri Fineman, Kansas
Lauren Furey, California Poly Pomona
Robert Gustche, Jr., Florida Atlantic
Andrea Hall, Middle Tennessee State

Over the last several years, more journalism researchers have turned to podcasting as a means of creating publicly accessible scholarship and blending theory with practice. This panel features hosts from Journalism Practice’s “The J-Word” podcast and Journalism History's self-titled podcast, as well as the creators and hosts of "The Pink State," a series focused on the role of women in local, state and national politics. In hearing from the speakers, attendees will learn how to develop shows, sustain them across multiple seasons, and reach outside of academic circle to cultivate ongoing public dialogue.

4:30 p.m. to 6 p.m. / Th066

Mass Communication and Society Division

Refereed Research Paper Session
AI and Technology

Moderating/Presiding
Thursday, August 8, 2024

Xi Cui, College of Charleston

Verification Moderates ChatGPT Uses and Work Efficiency Among College Students: An Investigation Through Technology Acceptance Model
  Ruonan Zhang, Rollins College,
  Nicky Bi, Nebraska Omaha,
  Kate Salerno, Rollins College,
  Peiqin Chen, Shanghai International Studies TikTok Usage and Distraction Susceptibility Effects on News Article Reading Time
  Bridget Cole
  and Arthur Santana, San Diego State,
  Toby Hopp, Colorado,
  Xiaohan Hu, San Diego State
Reveal the Users’ Needs that Motivate Them to Watch Gaming Videos with Topic Modeling
  Ji Ye Kim, Southern California
The Intersection of “Real” and “Reel”: An Investigation of K-pop Idol Dual Self-presentation, Paid Advertisements, and Fan Engagement
  Minsun Shim
  and Olivia Peinado, Inha
  Guan Soon Khoo
  and Jeeyun Oh, Texas at Austin

Discussant
  Qian Xu, Elon

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

4:30 p.m. to 6 p.m. / Th067

Media Management, Economics and Entrepreneurship Division

Teaching Panel Session
  Title

Moderating/Presiding
  name, affiliation

Panelists
  name, affiliation

Description

4:30 p.m. to 6 p.m. / Th068
Thursday, August 8, 2024

Public Relations Division and Commission on the Status of Minorities

PFR Panel Session

Mentoring Across Differences: Best Practices in Mentoring a Diverse Pool of Future Professionals and Academics

Moderating/Presiding

Vanessa Bravo, Elon

Panelists

Maria De Moya, Tennessee-Knoxville
Natalie Asorey, Florida
Mia Moody-Ramirez, Baylor
Elishia Cohen, Minnesota
Natalie Tindall, Texas at Austin

This panel explores how mentoring can help bridge differences to champion students as young professionals. Each panelist will share their experience and best practices, providing insights that could be applied at colleges, schools, and programs across the nation.

4:30 p.m. to 6 p.m. / Th069

Scholastic Journalism Division

Refereed Research Paper Session

Developing the Future: Building Awareness of Equality Issues and Confidence in Students

Moderating/Presiding

Huixin Deng, Baldwin Wallace University

[EA] Producing Critical Public Communicators: Assessing a First Year DEIA-Focused Media Literacy Program for Public Communications Students

Charisse L’Pree Corsbie-Massay, Keonte Coleman
and Rockell Brown Burton, Syracuse

Representation of Women in Journalism Textbooks in China

Haiyan Wang and Angze Li, University of Macau
and Jing Meng, Peking University

[EA] “I Don’t Know How I Would Have Done It Without Them:” International Graduate Students Pedagogical Communities of Practice within Communications Programs

Ivy Ashe, Florida Atlantic
and Dominique Montiel Valle, Texas at Austin

Perception and Development of Adolescents' Algorithmic Knowledge: A Three-Dimensional Exploration Based on Digital Access, Process of Use, and Acquisitional Adoption

Ding Yu, Shanghai Jiao Tong University

Discussant

Melanie Wilderman, Oklahoma

2024 AEJMC Philadelphia, PA Conference Program Copy
Thursday, August 8, 2024

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

4:30 p.m. to 6 p.m. / Th070

Commission on Graduate Education and AEJMC Elected Standing Committee on Teaching

Scholar-to-Scholar (Poster) Refereed Research Paper Session

Graduate Student Showcase
Moderating/Presiding
Patrick R. Johnson, Marquette and Nisha Sridharan, Arizona State

Communicating Science, Health, Environment and Risk Division
05-1630-01 • Does Social Media Enrich Our Lives during COVID-19?: Comparison between Open Social Media and Closed Social Media
Hyejin Shin, Lu Fang,
and Miran Pyun, Yonsei University
05-1630-02 • Stellar Communication: A Qualitative Content Analysis of Space Science Communicators On Instagram
Lauren Colvin, affiliation

Critical Cultural Division
05-1630-03 • Field Collision: Advancing Field Theory by Analyzing the Power Struggle Between Journalism and Social Media Platforms
Enrique Núñez-Mussa, Michigan State
05-1630-04 • Voices on Stunting: A Textual Analysis of Kompas, Tempo, and The Jakarta Post Opinion Sections
Mahar Nirmala, Nanyang Technological University

Media Ethics Division
05-1630-05 • Marie Colvin and the Ethic of Care: How the Practice of Media Ethics Change When Reporting on Vulnerable Populations
Madeline Shannon, Missouri
05-1630-06 • Protecting Privacy, Sharing Joy: A Qualitative Study of Mindful Sharenting Among Millennial Parents
Ali Ghanbarian, Shanghai Jiao Tong University

Newspaper and Online News Division
05-1630-07 • Content for Engagement’s Sake: The Algorithmic Gatekeeper
Lana Medina, Pennsylvania State
05-1630-08 • Critical News Literacy: At the Intersection of the Alternative and Democracy
Michael Dieringer, Missouri

Scholastic Journalism Division
05-1630-09 • Perception and Development of Adolescents’ Algorithmic Knowledge: A Three-Dimensional Exploration Based on Digital Access, Process of Use, and Acquisitional Adoption
Ding Yu, Shanghai Jiao Tong University

Commission on Graduate Education
Thursday, August 8, 2024

05-1630-10 • This_is_Scandalous: A Critical Technocultural Discourse Analysis of an Online Anti-harassment Campaign in Croatia  
   Gea Ujić, Maryland  
05-1630-11 • The Image of Female Journalists in Anime  
   Rey-Lynn Little, Colorado-Boulder  
05-1630-12 • Link in Bio: Reclaiming Trans Identity in Adult Content on OnlyFans  
   Kix Patterson, Florida

**Commission on the Status of Women**  
05-1630-13 • News of Sexual Violence: Examining Feminist Recommendations for Better Journalism  
   Dinfin Mulpuri, Maryland College Park  
05-1630-14 • Framing Athletes’ Voices: Unveiling Reproductive Rights Discourse in Newspaper Narratives  
   Caley Hewitt, Louisiana State  
05-1630-15 • Gender Dynamics in Newsroom Leadership  
   Ella Hackett, South Florida

Discussant  
name, affiliation

**Great Ideas for Teaching**  
**Representation and Voice: The Future of Democracy in the JMC Classroom**  
Topic — **Media Literacy**  
05-1630-20 • A Day in the Life Of… Bias and AI Co-Creation  
   Travis Loof, South Dakota

Topic — **Politics/History**  
05-1630-21 • Student Voices Echoing History: Experiential Learning Through Transmedia Media Coverage of an Important Political and Historical Event  
   Arly Faundes, Catholic University of Chile  
05-1630-22 • The Presidential Campaign Starts Here: The First Primaries  
   J. Israel Balderas and Jill Auditori, Elon  
05-1630-23 • Bridging a Faultline: Teaching Religious Tolerance through Experiential Learning  
   Shugofa Dastgeer, Texas Christian  
05-1630-24 • Freedom from the Filter Bubble: Promoting Democracy via Multiple Perspectives  
   Yanjun Zhao, Cameron University  
05-1630-25 • Video Essays as Tools for Reflection and The Development of An Authorial Voice on Socially Relevant Topics  
   Enrique Núñez-Mussa, Michigan State

Topic — **Public Relations**  
05-1630-26 • Social Media for Change: Using Social Media to Socialize Key Terms of Community Organizations*  
   Madhavi Reddi, York College of Pennsylvania  
05-1630-27 • The Case of Right to Try: Activism as Public Engagement*  
   April A. Eichmeier, St. Thomas  
05-1630-28 • Artificial Intelligence (AI) for Empowerment: Preparing Students
in Ethical Use of AI for Civic Engagement
  Imran Mazid, Adrienne A. Wallace,
  Se Ra Choi,
  and Jin Chen, Grand Valley State
05-1630-29 • Stand Up for Diversity, Equity, and Inclusion (DEI) in the Era of AI-mediated Communication
  Myungok Chris Yim, Loyola-Chicago
05-1630-30 • Fostering Mentoring Relationships Between Communication Interns and Alumni on LinkedIn: A Win-Win for Everybody
  Kim Smith, North Carolina Agricultural and Technical State
05-1630-31 • Empowering Digital Advocacy: A Comprehensive Course in Integrated Digital Campaigns
  Michelle Galey, Murrow College of Communication
05-1630-32 • Service Learning and Literacy in Malawi, Africa: Introducing Media and Communication Training to Engage and Reflect
  Andrea Tanner, South Carolina
05-1630-33 • Empowering Digital Advocacy: A Comprehensive Course in Integrated Digital Campaigns
  Mercedes de Luis Andrés, University of Klagenfurt
05-1630-34 • Showcasing Student Voice through Thought Leadership Assignment
  Laura Willis, Quinnipiac
05-1630-35 • Social Media Strategic Content Consultantship Micro-Internships For On-Campus Clients
  Denisse Vasquez-Guevara, and Preeti Wadhwa, California Poly Pomona
05-1630-36 • Global Digital Ethics: Discovering Meta’s Oversight Board
  Arien Rozelle, St. John Fisher
05-1630-37 • Student Accountability to Solve Conflict
  Elizabeth Candello, Washington State
05-1630-38 • Constructing Culturally Responsive Media for At-Risk Youth Mediation
  Elizabeth Candello, Washington State
05-1630-39 • A (Brain)Storm of Bad PR: Using Ishikawa Diagram to Reveal Causes for Failure of PR Campaigns
  Vamsi Chaitanya Pedasanaganti, Bowling Green State

 Topic — Journalism
05-1630-40 • AI To Find and Fine Tune Story Ideas: AI Training and Demystification
  Lourdes M. Cueva Chacón, San Diego State
05-1630-41 • Building Bridges: Service Learning in News Reporting Across Redlined Communities
  Lei Guo, Nebraska Omaha
05-1630-42 • Writing with Purpose: Sharing Campus Voices in Media Writing Across Writing Assignments
  Sarah Smith-Frigerio, Tampa
05-1630-43 • Seeing Student Voice While Becoming a Newswriter:
  Civic Engagement Embedded
  George L. Daniels, Alabama
05-1630-44 • Walk into the Community, Bring Back Your Story
  Qun Wang, Fordham

Discussants
Thursday, August 8, 2024

**Shearon Roberts**, Xavier-Louisiana,  
**Tiffany Gallicano**, North Carolina-Charlotte,  
and **Laura Smith**, South Carolina

* Honorable Mention Award, 2024 Best Practices Competition

For the 19th year, we honor innovative teaching ideas from our colleagues. In this poster session, we feature accepted GIFTs from our competition and selected submissions from various DIGs for the theme of representation and voice.

---

**4:30 p.m. to 6 p.m. / Th071**

**Commission on the Status of Women**

Refereed Research Paper Session  
**Voices and Visibility: Navigating the Narratives of Women**  
in Journalism, TV, and Music

Moderating/Presiding  
**Lindsey Sherrill**, North Alabama

From Bylines to Babies: Exploring the Challenges Faced By Working Mothers In Journalism  
**Stephanie Davis Kempton**, Pennsylvania State  
and **Ashley Walter**, Saint Louis
Mama’s Holding the Matches: The Ideological Representation of Single-Mothers and Mother-Blaming in Ginny and Georgia  
**Hanne Murray**, Texas Tech

[EA] Portrayals of Single Women in Primetime Television: A Quantitative Content Analysis  
**Trayana Kaleycheva**, Payton Baisden,  
and **Caroline Diesel**, Florida State
Blaming, Lying, Assuming, And Coercing: Analyzing Popular Music To Propose Updates to Rape Myth Acceptance Scales  
**Ashley McKenzie**, Clemson
Memorializing Women Journalists: Obituaries on Women Journalist Role Performance  
**Ella Hacket**, Gregory Perreault,  
and **Teodora Tavares de Souza**, South Florida

Discussant  
**Meg Heckman**, Northwestern

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

---

**4:30 p.m. to 6 p.m. / Th072**

**Religion and Media Interest Group**

Research Panel Session
Thursday, August 8, 2024

Religion and Politics in the 2024 Elections: A Comparative Global Framework

Moderating/Presiding
Rick C. Moore, Boise State

Panelists
Emma Goldhaber, Columbia
Kathryn Montalbano, Kentucky
Alexandra Gonçalves, Illinois Urbana-Champaign
Kezia Nanda, Ohio
Ali Raj, Columbia
Jimmy Ivory, Virginia Tech

This panel analyzes discourse about religion leading up to multiple elections of significance in 2024: in the United States—where diverse audiences are engaging with the far right appeal of Christian Nationalism and the leftist appeal of candidates challenging the incumbent president; Brazil—where the politicization of Evangelicalism and Charismatic Catholicism has been on the rise since 2008, with great impact on political coalitions and elections; Indonesia—where presidents have always been (or must be) Muslims; Pakistan—where Islam as a historical subject, and moral and ideological compass, continues to dominate political discourse; and internationally via online gaming and other online communities—where nationalist religious symbolism cuts across national borders leading up to multiple presidential elections around the world.

4:30 p.m. to 6 p.m. / Th073

Association for Education in Journalism and Mass Communication

Research Panel Session
Authors, Editors and Reviewers: Looking Forward

Moderating/Presiding
Scott Reinardy, Kansas, ESC Publications, chair, 2023-24

Panelists
Daniela Dimitrova, Iowa State, editor, J&MC Quarterly
Chelsea Reynolds, California State Fullerton

After nearly a year of information gathering, the AEJMC Publications Committee will host a discussion about the research publication review process with authors, editors and reviewers. The interactive panel will discuss the review process as an instrument of criticism, collaboration, and the responsibilities of all involved while protecting the double-blind peer review process.

6:30 p.m. to 8:30 p.m. / Th074

Association for Education in Journalism and Mass Communication

Keynote and General Session

Moderating/Presiding
Linda Aldoory, American, president, AEJMC 2023-24
Thursday, August 8, 2024

General Session

2023-24 In Memoriam: A Tribute to Those We’ve Lost

Award Recognitions
Presentation of Scripps Howard Awards
Introduction
   Mike Canan, director, journalism strategies, Scripps Howard Fund

2023 Scripps Howard Journalism & Mass Communication
   Teacher of the Year Award Recipient
   Nicole Kraft, Ohio State

2023 Scripps Howard Journalism & Mass Communication
   Administrator of the Year Award Recipient
   Ann Brill, Kansas

AEJMC Award Recognitions
Equity & Diversity Award Presentation Recipient
   Program
   Award accepted by name, affiliation

Eleanor Blum Distinguished Service to Research Award
   Clifford Christians, Illinois, emeritus

Dorothy Bowles Public Service Award Recipient
   Chris Roberts, Alabama

Gene Burd Urban Journalism Award Recipient
   name, affiliation

Gene Burd Award for Research in Urban Journalism Studies Recipient
   Promoting Inclusive Narratives: Enhancing Community-Driven Journalism in Reporting Urban Youth Crime
   Gyo Hyun Koo, Howard

Hillier Kriegbaum Mid-Career Award Recipient
   name, affiliation

James A. Tankard Jr. Book Award Recipient
   Title
   [Press]
   name, affiliation

Knudson Latin America Prize Recipient
   Title
   [Press]
   name, affiliation

Lillian Lodge Kopenhagen Outstanding Early-Career Woman Scholar Award
   name, affiliation

Lionel C. Barrow, Jr. Award for Distinguished Achievement in Diversity Research and Education Recipient
   name, affiliation

Naftziger-White-Salwen Dissertation Award Recipient
   Tamar Wilner, Texas at Austin

Paul J. Deutschmann Award for Excellence in JMC Research Recipient
   Wayne Wanta, Florida

Teaching Best Practices Competition Award
   Representing Youth Voices, Amplifying Emerging Journalists
   Sherri Williams, American
Thursday, August 8, 2024

Keynote Session

Keynote Speaker

Wajahat Ali, columnist, *Daily Beast*; co-host, “Democracy-ish” podcast, recovering attorney, playwright and author

Installation of 2024-25 AEJMC President

Teresa L. Mastin, Michigan State

8:30 p.m. to 10 p.m. / Th075

Association for Education in Journalism and Mass Communication

Opening Reception

Hosting

Linda Aldoory, American, President, AEJMC 2023-24