History and International Communication Divisions

Research Panel Session

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

This trans-Atlantic panel of journalism scholars have come together to discuss the political challenges and ethical dilemmas they faced recently, when conducting archival research in the USA. Their research spans the period after World War II up to the final months of the Trump administration—including the events of January 6, 2021. They explain the innovative mixed methods approaches they developed to cope with these difficulties, including their analysis of archives of declassified documents and personal correspondence, alongside broadcast, online and social media. Archives are never neutral. What material is included and excluded, how the collections are stored and framed by archivists, and who has—or does not have—access to them are all highly political issues. How archival material is interpreted by scholars within different historical periods is also shaped by political contexts and may have significant political effects. Given the fraught state of US politics, it is vital that journalism scholars engage mindfully, responsibly, and transparently with the political dimensions of archival research. This is just as important when dealing with distant history as it is when investigating the recent past, as memory plays a crucial role in constructing national identities, as well as international relationships.

Political Communication Division and Participatory Journalism Interest Group

PFR Panel Session

Can Community Engagement Journalism Counter Conservative Distrust

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

Commission on Graduate Education and Scholastic Journalism Division

Teaching Panel Session

Chatting ChatGPT: Ethical Use of AI in Research and Pedagogy
From automation to content creation, AI has become increasingly ubiquitous in the modern digital sphere. With many students and researchers turning to AI-powered programs like ChatGPT for a range of tasks, such as assistance in coursework and research, the aim of this panel is to discuss the changing role of AI in academia. As students and researchers are increasingly faced with both opportunities for developing a powerful and more streamlined research workflow as well as challenges for employing them ethically, this panel aims to address the ethical concerns that arise from various AI programs and how to approach using such tools in a way that maintains rigorous standards of research and pedagogy. This panel will introduce attendees to a number of emerging AI platforms that can help scholars at all career stages to conduct research more diligently and effectively, from conducting thorough literature reviews to formatting a manuscript to journal specifications, as well as offer solutions for ways in which instructors can integrate technology and AI in the classroom in innovative, productive, and above all – ethical – ways.

9:30 a.m. to 11 a.m. / Su000

Small Programs Interest Group and Mass Communication and Society Division

Teaching Panel Session

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

Open Educational Resources (OER) allow students to access education resources for their classes free of charge, making college education more equitable. While faculty in many disciplines have adopted these classroom resources, mass communication and journalism faculty have limited options to adopt. This panel introduces the resources for OER that are available for mass communication faculty and includes faculty members who have adopted such resources and used them in their classes. Panelists will discuss options for continued use and growth in OER resources in mass communication and provide audience members with ideas on how to create their own OER textbooks.

11:30 a.m. to 1:00 p.m. / Su000

Cultural and Critical Studies Division and Entertainment Studies Interest Group

Research Panel Session

A Perfect Fit: Fashion Media and American Mass Communication Scholarship

As such, the focus of the panel discussion is to center what fashion media could — even should — look like in American academic circles. More importantly, this panel will hold that American journalism and mass communication scholarship should see fashion as a legitimate discipline of inquiry, and one that cuts across AEJMC’s various divisions. Further, due to fashion media’s multifaceted nature, it provides a window to discuss a host of issues from hegemonic representations of race, gender, class, and sexuality to news judgment, values and boundary work, native advertising, and media literacy. Additionally, there has been increasing demand for fashion media undergraduate instruction across the U.S; today, students can earn bachelor’s degrees and concentrations in fashion media at Indiana University Bloomington, Southern Methodist University, Lasell University, Kent State, and Syracuse University. As such, developing a thorough program of fashion media research will not only benefit scholarship, but increasingly inform pedagogy and classroom practices as well. This panel will present a cutting-edge research agenda for an in-demand field of study by bringing together scholars from cultural and critical studies, magazine media, visual communication, and other areas to position fashion media research within American scholarly traditions. Further, since two of the panelists have been part of the Università della Svizzera italiana conference, we hope to connect that work with North American scholars and research output. A robust discussion could lead to sustained attention within AEJMC, helping the
Sunday, August 11, 2024

association to become the center of American fashion media research for years to come.

11:30 a.m. to 1:00 p.m. / Su000

Magazine Media and Media Management, Economics and Entrepreneurship Divisions

Research Panel Session
The New Normal: Affiliate Links in Journalism

As journalism continues to struggle its financial footing in the 21st century, many organizations have begun incorporating affiliate links into their business model. What was once found only in digital-first publications like BuzzFeed now appears in legacy publications like The New York Times, which purchased product-recommendation site Wirecutter in 2016. Wirecutter describes affiliate links as a means of “keep[ing] us committed to our readers first” through recommending products and earning commissions if the reader actually purchases the item. Affiliate links are the norm in media at the edges of journalism, such as YouTube and TikTok, where personal recommendations hold significant sway over consumer decisions. This panel discusses the implications of the business model for larger media issues of trust, credibility, authenticity, and objectivity. Other topics to be discussed include journalism boundaries and the influence of clicks-based journalism and digital metrics on the current media landscape.

11:30 a.m. to 1:00 p.m. / Su000

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

Research Panel Session
Too Hot to Handle: The Ethics of Reporting Climate Change

This session would discuss the ethical dilemma facing journalists when it comes to covering climate change issues. Extreme weather is being reported but the “how” and “why” is largely unexplained which is a missed opportunity to educate news consumers to climate change and a warming planet.

11:30 a.m. to 1:00 p.m. / Su000

Public Relations and Communication Technology Divisions

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

Artificial intelligence systems and tools provide efficiency in communication professions. Within public relations, efficiency is essential to swiftly respond to the needs of stakeholders, although the use of AI may be inappropriate in some circumstances. This panel will share scenarios that explore how AI has been integrated into risk and crisis communications within PR research and practices. The use of AI in this context presents a unique set of benefits and limitations, and our panelists will draw from their experiences and expertise to explore these nuances. For instance, in crisis communications, AI can play a pivotal role in facilitating faster responses to ensure stakeholders receive critical information promptly. However, a question arises: How do stakeholders perceive an organization’s use of AI in crisis response? Is there potential for skepticism or mistrust when AI assistance is disclosed? While efficiency is undoubtedly an advantage, the use of AI in crisis management is not always appropriate, given the backlash revealed in recent crises. In this conversation, panelists will share insights on industry trends and scholarship that inform guidance and implications of

2024 AEJMC Philadelphia, PA Conference Sunday Sessions
Sunday, August 11, 2024

utilizing AI in crisis management and other communication professions. The discussion will also serve as a platform to encourage forward-thinking attendees to engage with panelists to explore avenues for future research.