PAPERS:

- **Blevins, Katie** - News Coverage of the HPV Debate: Where are the Women?
  - **Abstract**: This paper examines a year of news coverage about proposed mandatory vaccine legislation that would require the HPV vaccine for school-aged girls in many states. This paper is interested in the complex and intersecting interests at stake in this debate: pharmaceutical companies, advocacy groups, state and federal government, and parents and families. Of particular concern is women’s role in the news coverage. The paper finds that news coverage itself is surprisingly diverse but that women remain an under and negatively represented segment of this debate.

- **DeCarvalho, Lauren & Alexandra Nutter Smith** - “A World of Possibility”: Employing a Feminist Methodology to Textual Analysis
  - **Abstract**: As feminist media studies scholars, we are continually reminded that the traditional approach to textual analysis has its limitations. These may include the feminization and massification of audiences, as well as the troubling potential to further silence women’s voices by failing to recognize issues of intersectionality. Drawing on the research of feminist (media) scholars, we argue that the employment of a feminist methodology is necessary in order to overcome these limitations. As a feminist intervention to textual analysis, a feminist methodology takes into consideration several items which are too often dismissed or ignored by the traditional approach. This intervention is comprised of: improving textual analysis by removing masculinist concepts and challenging existing patriarchal ideologies; paying attention to the oppression that results from intersectional differences; and by examining and elucidating the various relationships among the text and a (female) character, the text and a spectator, and the text and a researcher.

- **Dillard, John** – Communication and Emotion: Moving Beyond Fold Theory
  - **Abstract**: Communication researchers regularly seek to understand how messages evoke emotion as well as what effects they might have on outcomes such as voting, deliberation, media consumption, interpersonal interaction, and persuasion. Many current and previous studies conceptualize emotions as positive and negative despite overwhelming evidence that this characterization is empirically inaccurate and theoretically counterproductive. This presentation considers why this mistake is so persistent and what might be done to move research on communication and emotion is a more fruitful direction.
• **Dong, Xue** – Frequent Online Newsreaders Affected by the Number of Comments and Recommendations
  
  **Abstract:** The purpose of this study was to explore how two presentation features of online news—the number of comments and the number of recommendations associated with news headlines on the front page of newspaper websites—impacts news selection, perceived credibility, and perceived newsworthiness for frequent online newsreaders. An experiment was conducted in which the number of comments and recommendations displayed with online news headlines was manipulated and participants reported the likelihood they would click through to read the story, and their perceived credibility and newsworthiness of the story. Results revealed significant effect of the interaction between number of comments and number of recommendations linked to online news headlines on all dependent variables for participants who reported they frequently read online news. Results are discussed in the context of how the number of comments and recommendations might serve as a heuristic cue for evaluations of online news headlines and linked stories.

• **Formentin, Melanie** – Game Off!: Understanding Portrayals of the NHL Lockout Using Situational Crisis Communication Theory
  
  **Abstract:** This case study used content analysis of newspaper coverage of the 2004-05 National Hockey League (NHL) lockout to examine principles of Situational Crisis Communication Theory (SCCT). Variables including crisis responsibility, crisis history, prior reputation, and relationship history were examined in articles from seven newspapers in the U.S. and Canada. A mixed-methodology approach allowed for qualitative and quantitative analysis of the articles, drawn from when the lockout was announced, the season was canceled, and the lockout was lifted. Newspaper articles (n = 264) were analyzed to examine if the lockout was presented as a crisis, how SCCT variables and the NHL’s reputation were established, what strategic communication strategies the league used, and what differences existed between U.S. and Canadian papers. Results suggest that the NHL’s communication strategy was portrayed as having aligned with SCCT, but the league faced reputational challenges and perceptual differences depending on the news source.

• **Frieden, Robert** – Rationales For and Against Regulatory Involvement in Resolving Internet Interconnection Disputes
  
  **Abstract:** This paper will examine the terms and conditions under which Internet Service Providers (“ISPs”) interconnect facilities as they switch and route traffic for each of several links between a source of content, e.g., Netflix, and the delivery of that content to consumers. The paper concludes that for each networking element commercial terms and conditions apply and that the Federal Communications Commission (“FCC”) may lack direct statutory authority to intervene based on its determination that Internet access
constitutes a largely unregulated information service. However the FCC may appropriately respond to complaints, particularly when ISPs act on their incentive and ability to pursue anticompetitive strategies. The FCC should refrain from aggressive and proactive problem solving, but stand ready to resolve intractable disputes, particularly ones where stalling harms consumers and the sustainability of competition.

- **Gaijiala, Radhika & Michelle Rodino-Colocino, Dafna Lemish, Angharad Valdivia** – Mentoring Feminist PhD Students for Varied Career Options

- **Jung, Eun Hwa & Nicole Lawrence, Tara Lurae Taeder** – Effect of Local Content and Images on Perceived Relevance and Intention to Exercise
  
  **Abstract**: This research aims to present a technique for studying the concept of “localism” as it pertains to and is connected with theories exhibited through the Elaboration Likelihood Model and persuasion theories of communication. By assessing this concept through health-based communication in regards to audiences’ sentiments on relevancy and issue involvement, this work attempts to establish a means for studying localism quantitatively. Implementing experimental research methods, the study looks to ascertain perceived differences in participants’ perceptions based on the presence or lack of localized content. Participants with higher levels of issue involvement related to physical activity reported increased levels of intention to participate in exercise. Although there were no main effects found between local content and images and perceived relevance, interaction effects between local content and images were found to be related to perceived relevance.

- **Kim, Keunyeong & Mary Beth Oliver** – Third-Person Perceptions and Different Movie Genres
  
  **Abstract**: In terms of entertainment media, most previous research on the third-person effect has been limited to the issue of violence (e.g., violent games, violent television programs, etc.). However, the goal of the current study is to contribute to our understanding of the third-person effect by testing entertainment content that does not directly involve violence. To investigate this topic, this study examined how young adults respond differently to the effects of lighthearted movies and serious dramas in terms of third-person effect judgments. The findings indicate that individuals still perceive beneficial and harmful effects of different entertainment media genres regardless of explicit violence in the content. Regarding light-hearted films (e.g., comedy), young adults perceived that their close friends would more enjoy, would have more positive impressions of, and more select such films to watch than themselves and other general audience would. Conversely, with respect to movies evoking deeper sentiments (e.g., drama), they consistently showed first-person perceptions, insisting that they would enjoy such films more, would have more positive impressions of, and select such movies more
often than both their close friends and other general audiences. Subsequently, the target corollary concept and value perceptions of entertainment media are discussed on the basis of the findings.

• **Kim, Youjeong & S. Shyam Sundar** – Visualizing Ideal Self vs. Actual Self Through Avatars: Impact of Preventative Health Outcomes
  - **Abstract:** The self-discrepancy between one’s actual self and one’s ideal self, which is associated with negative emotional states (e.g., depression) or unhealthy lifestyles (e.g., eating disorders), is mostly caused and intensified by exposure to unrealistic images of others (e.g., celebrities or magazine models). Drawing from regulatory focus theory, the current study examines whether creating self-resembling avatars, especially those that resemble our ideal selves, could counteract this negative effect of self-discrepancy. The results of a between-subject experiment (N = 95) indicated that, compared to attractive or unattractive avatars which were randomly assigned by the system, user-created self-reflecting avatars made different mental images of their bodies salient based on whether they customized their avatars to look like their actual or ideal selves, and consequently influenced their perceptions toward their physical body through two different self-regulatory systems (i.e., promotion-focused system and prevention-focused), with consequences for health outcomes. Theoretical and practical implications are discussed.

• **Kuehn, Kathleen** – The 2010s: Online Consumer Reviewing as Resistance
  - **Abstract:** Consumers’ concern with (over) commercialism continued into the 21st century with one important change; a large part of the political organizing had moved on-line. Using Yelp.com as an example, the final presentation explores the frequently overlooked role of online communities as a relevant form of consumer resistance. Consumers use these sites to engage in online flash mobs or to create relatively unfettered public discourse openly critical of global and local businesses. Findings suggest that reviews intentionally articulate a positive bias towards local business as a means of redirecting commercial flows away from corporate venues; however, “localism” is also rationalized in economic terms and ultimately subsumed within its own brand logic. Instead of a platform for consumer activism, localism is commodified and repackaged as a consumable aesthetic. By de-politicizing place, social media companies like Yelp are effectively delimiting the political possibilities of online participatory cultures while undermining Internet-based consumer activism generally.

• **Lee, Ji Young & S. Shyam Sundar** – To Tweet or Retweet? That is the Question for Doctors on Microblogs
  - **Abstract:** Based on MAIN model (Sundar, 2008), this study explored the impact of interface cues conveying source attributes on credibility of health messages in Twitter, by employing a 2 (authority cue: professionals vs. laypersons) X 2 (bandwagon cue: large vs.
small number of followers) X 2 (source proximity cue: proximate or tweet vs. distal source or retweet) mixed-factorial design in a live social-media environment. A significant three-way interaction effect on perceived credibility of content was found, such that for tweets from high authority sources, higher bandwagon means greater perceived content credibility, whereas for low authority sources, higher bandwagon leads to lesser perceived content credibility. For retweets, however, the exact opposite pattern was found. The results also show that for tweets, content credibility was significantly associated with the perceived expertise of proximal source, whereas for retweets, it was associated with the perceived trustworthiness of proximal source. Theoretical and practical implications are discussed.

• **Lee, Ju Young** – Looking Behind the Scenes: A Political Economic Speculation of Universal Service
  o **Abstract**: This study examined whether the universal service policy serves the public interest in terms of providing an essential means of communications for the public in spite of the intrinsic characteristics of the policy that involve compromises between what people need and what the industry pursues. The current manifestation of universal service, especially, the funding mechanisms, was critically analyzed from institutional political economic perspectives. This study concluded that, despite the suspicion that the universal service policy promoted the corporate interests, the policy was accepted to the general public as an important, working welfare policy because the government described it as an essential indispensible public policy alleviating social inequality. People accept the ideological representation of the universal service without looking into how the policy is really practiced, indicating how Althusser’s ideological state apparatus (ISA) works in our society.

• **Lewis, Norman & Bu Zhong** – The Roots of Plagiarism: Contested Attribution Beliefs Among U.S. Journalists
  o **Abstract**: Journalists condemn plagiarism yet rarely acknowledge disagreements over contested attribution standards at the root of some plagiarism cases. To document and evaluate those differences, U.S. journalists in broadcasting and print operations were surveyed (n = 934). Results show that respondents were far less willing to attribute press releases then they were their colleagues’ work. They were more likely to consider attribution optional if they were under pressure to produce, worked for a broadcast medium, were a content creator, were less experienced, or saw their principles as flexible. The findings reveal that attribution beliefs are far more pliant than ethics policies suggest, and they illuminate some of the reasons why plagiarism occurs.
• **Limperos, Anthony & Mary Beth Oliver** – Assessing the Viability of Mediated Exercise Technologies in Motivating Future Exercise Intentions
  
  **Abstract:** Research has generally shown that video games can be effective at teaching and persuading individuals to engage in certain behaviors and outcomes (e.g., Baranowski, Buday, Thompson, & Baranowski, 2008; Lee, Peng, & Park, 2009). In order to better understand user experiences with exercise video games, this research examined the effects of mediated exercise formats (exercise video game v. exercise video) on a number of different cognitive and affective mechanisms, and users’ future behavioral intentions toward exercise or future use of a particular mediated exercise format. Results indicated that playing an exergame was significantly related to feelings of increased performance feedback, and that performance feedback was significantly related to both feelings of presence and competence. Both presence and competence predicted enjoyment, and enjoyment was related to behavioral intentions for future use of an exergame. This study provides an understanding of how specific technologies of exergames contribute to their effectiveness.

• **Limperos, Anthony & Michael Schmierbach** - Exploring the Relationship Between Exergame Play Experiences, Enjoyment, and Intentions for Continued Play
  
  **Abstract:** Research has generally shown that video games can be effective at teaching and persuading individuals to engage in certain behaviors (e.g., Baranowski, Buday, Thompson, & Baranowski, 2008; Lee, Peng, & Park, 2009). While emergent research suggests that exergame features (e.g., avatar) have a significant impact on game play experiences, this research examined the impact of a game play factor (player performance) on game play experiences and and users’ future behavioral intentions to use an exergame. Results indicated that player performance was both directly and indirectly related to feelings of increased intrinsic motivation, presence, and enjoyment. Enjoyment of the exergaming experience was a strong significant predictor of future behavioral intent to play exergames. The theoretical and practical significance of these findings are discussed, as well as future research applications involving exergames.

• **Martin, Brandie** – The Revolution Will Be Hyperbolized: Western Media Discourse of Use of Social Media in the 2011 Egyptian Revolution
  
  **Abstract:** Western media coinages of the recent revolutions occurring in the Middle East and North Africa as “Facebook/Twitter Revolutions” or “Revolutions 2.0” raises substantial concerns of hyperbolizing impacts of technology within social movements. Applying the concepts of “technological Orientalism” and “technological determinism”, textual analysis was used to examine the discourse about use of social media (i.e., Facebook and Twitter) in the 2011 Egyptian revolution in The New York Times, USA Today, and The Washington Post. Textual analysis revealed a decidedly positive emphasis on the ability for these platforms to serve a facilitating role in the achievement of the social movement’s objectives. Coverage of these events in Western media has framed the revolution not by the people and their causes but by the social media platforms they
This paper critiques the underlying technological deterministic nature of these assumptions and critiques ability for social media to serve as an electronic public sphere for democratic deliberation. Keywords: Egypt; Facebook revolution; Public sphere; Technological determinism; Technological Orientalism; Twitter revolution

- **McAllister, Matt** – The 1990s: Antiadvertising Blowback From the Children’s Television Act of 1990 to 2000’s *No Logo*
  - **Abstract:** The commercial landscape in the 1980s and 90s reflected business’ success in defeating activist gains made during the previous decade. As a result of deregulation and new technologies, the 1980s saw a drastic increase in commercialization of children’s television and schools, branding and promotion in public spaces, product placement, and event sponsorship. The developments spurred organized activist efforts to slow the aggressive movement of advertising’s presence in society and culture during the 1990s, attempts that had arguably varying degrees of success and longevity. This presentation explores the passage of the Children’s Television Act of 1990 (partly a response to licensing-based program-length commercials in children’s television) and efforts to remove the ad-supported television system Channel One from schools. The 1990s also witnessed new forms of consumer resistance, including consumer “pranking” inspired by Adbusters magazine and organization, a strategy highlighted in the best-selling *No Logo* by Naomi Klein.

- **McAllister, Matt & Chenjerai Kumanyika** – “Brut Slaps...And Twins”: Hypercommercialized Sports Media and Gender Ideology
  - **Abstract:** This manuscript examines trends in the hypercommercialization of sports – forms that merge media coverage and representations of sports with advertising texts – and the implications for the cultural circulation of gender objectification and hegemonic masculinity. Two case studies are examined. The first is ESPN’s “Coors Light Night Cap” that aired on the sports highlight program *SportsCenter* from 2003-2005, and amplified the gender ideology in Coors Light “Twins” advertising campaign at that time. Second is the 2011 “Brut Slap” sponsorship of the national radio program *The Jim Rome Show*, analyzing both sponsored messages within the program as well as Facebook postings by Rome fans. These examples illustrate the movement of not only commercialism and materialism into what would have formally been non-advertising spaces, but also a rigidly normative and often demeaning gender ideology moving between content categories as well. Implications for gender ideology and hypercommercialism in a niche-marketed culture are discussed.

- **Oliver, Mary Beth & K. Maja Krakowiak, Mina Tsay** – Elevating Entertainment and the “Kind-World” Syndrome
Abstract: Although harmful effects of media content have received a great deal of attention among media scholars, more recent research in entertainment psychology has begun to examine the beneficial and pro-social outcomes of media consumption. In the present study we examine the effects of viewing tender or elevating media entertainment on social-reality beliefs. An experiment was conducted in which individuals viewed a brief video clip from a tender, tragic, or humorous film. The results showed that the tender film resulted in the highest levels of elevation (e.g., inspiring, tender), with elevation, in turn, related to heightened perceptions of the kindness and generosity of people in general (the “kind-world” syndrome).

Rodino-Colocino, Michelle – “Is that a PC in Your Pocket, or is it Something More?” The Newton PDA and White-Collar Masculinity
Abstract: This chapter argues that the dynamic relationship between gender, the organization of work, and new technology offers insight into how the US workforce has yielded growing productivity amidst rising unemployment. Drawing on feminist analyses of office technologies and work, I explore how white-collar masculinity figured as compensation in Apple’s 1993 launch of the Newton Message Pad. This case study shows how advertisements and other promotional discourse for Newton, a pen-based “personal digital assistant” (PDA), imagined reengineered workplaces where masculinized clerical work reinforced the cultural authority of white-collar masculine identity and tried to contain threats of its marginalization.

Schmierbach, Michael & Mun-Young Chung, Mu Wu, Keunyeong Kim - No One Likes to Lose: Game Difficulty, Motivation, Immersion, and Enjoyment
Abstract: Although the premise behind many video game enjoyment theories is that games are meant to present a reasonable and appropriate challenge to players, little research actually considers the effects of difficult on enjoyment. In an experimental study using a casual online game, we test the relationship between difficulty and enjoyment and the possible mediating roles played by motivations, as specified by Self-Determination Theory, and challenge-skill balance, as specified by flow theory. Data suggest feelings of competency contribute to enjoyment through challenge-skill balance, and that competency is enhanced when players are assigned an easier game mode. The study considers the implications for theory, game design and laboratory studies.

Shade, Drew & Sarah Kornfield, Mary Beth Oliver – Are You Not Entertained? Investigating Motivations and Predictors for Mass Media Migration
Abstract: Increasingly, audience members engage in multiple media, moving from one medium to the next as they consume entertainment. Using survey methods (N = 444), this research explores the underlying processes of mass media migration by studying the uses and gratifications of migration behavior. Specifically, findings of this survey identify
migration motivations and predictors of migration activity. Results suggest that media migration has four key motivations (the need for entertainment, escape, enlightenment, and additional content-specific exposure) and that individual differences (such as loneliness), media preferences, and television viewing motivations predict mass media migration. Theoretical contributions, practical implications, and areas of future research are discussed.

- Sundar, S. Shyam & Eun Go, Hyang-Sook Kim, Bo Zhang – Communicating Art, Virtually! Psychological Effects of Technological Affordances in a Virtual Museum
  - Abstract: Museums lean heavily on recent developments in communication technologies to create an authentic experience for online visitors of its galleries. In this study, we examine whether three specific affordances of communication technology—customization, interactivity, and navigability—can provide the personal, social, and physical contexts, respectively, that are necessary for ensuring an enjoyable museum experience. A 2 (presence vs. absence of customizable gallery) x 2 (presence vs. absence of live-chat with others) x 2 (presence vs. absence of 3-D navigational tool) between-subjects factorial experiment (N = 126) found that while each affordance is associated with distinct psychological benefits (customization with sense of agency and control, interactivity with social presence and reciprocity, and navigability with perceived reality), combining them on the same interface tends to undermine these benefits. Theoretical and practical implications are discussed.

- Sundar, S. Shyam & Saraswathi Bellur, Jeeyun Oh, Haiyan Jia, Hyang-Sook Kim – The Importance of Message Contingency: An Experimental Investigation of Interactivity in an Online Search Site
  - Abstract: If we were to view interactivity from the lens of conversation and dialogue, what would we see? A threaded sequence of messages which are contingent upon one another. This study employs the theoretical principle of message contingency to examine how interactivity influences user engagement with a website, their attitudes toward it and behavioral intentions to revisit the site. Using a five-condition, between-participants design (N=110), we manipulated the level of message contingency, using visualizations of interaction history on a movie search site which featured both human-machine and human-human interactions. Participants were most absorbed when the site offered a human chat agent in addition to rich interaction history, but perceived contingency did not increase with the live-chat affordance. User attitudes and behavioral intentions were mediated by user engagement, which is influenced by message contingency. Theoretical mechanisms underlying the effects of message interactivity and practical implications for designing contingency are discussed.

- Tsay, Mina & K. Maja Krakowiak, Mary Beth Oliver - Responses to Meaningful Films: Exploring the Impact of Cognitively Challenging Content on Mortality Salience
  - Abstract: The vast array of gratifications derived from the consumption of entertainment media has been a central focus of entertainment scholars. In particular, theories of enjoyment have attempted to explain how viewers attain pleasure, thrill, and excitement
in seeking and experiencing entertainment. Recent scholarship on media enjoyment has shifted towards understanding audience responses beyond hedonism—tapping into alternative gratifications that involve greater cognitive activity, such as pondering life’s meaning, truths, and purpose. This presentation highlights the impact that “meaningful” and cognitively engaging films have on audience responses. Specifically, in an experimental study we empirically investigate how exposure to content that facilitates reflecting on human life, moral beauty, and tragedy, is associated with awareness and contemplation of one’s own mortality. Furthermore, we explore the potential moderating role of significant life events on the relationship between meaningful films and mortality salience.

- **Wu, Mu & Erin Ash, Mary Beth Oliver** – Examining the Influence of Awe-Inspiring News Stories on Elevation and Sharing
  
  - **Abstract:** A 2008 study of the news articles that were "most emailed" by readers on the New York Times website revealed stories that were characterized as "awe-inspiring" were those most likely to be shared. The current study examines empirically whether the motivation to share these stories is driven their propensity to elicit elevation, a moral emotion elicited by experiencing awe in response to acts of moral beauty associated with motivations to be a better person and connect with others. Participants in this experiment viewed an awe-inspiring or informational news story; after viewing their affective state, motivations, and desire to share the story. Results show awe-inspiring news content is more likely to elicit mixed affect and feelings of meaningfulness, which in turn will lead to greater sharing intentions. Significant indirect effects of story emotionality on prosocial motivations and sharing via mixed and meaningful affect were also revealed.

- **Zhong, Bu & Jose A Soto, Kaitlin Hanley, Chris Perez, Elizabeth Lee, Nana Dawson**– The Communication Anxiety Regulation Scale: Development and Initial Validation
  
  - **Abstract:** We present the development and validation of the Communication Anxiety Regulation Scale (CARS), a brief self-report measure designed to assess the use of emotion regulation strategies to manage acute communication anxiety in response to an anxiety-provoking speech task. The CARS is contrasted to existing measures of emotion regulation that assess use of general emotion regulation tendencies as opposed to strategies used in specific communication scenarios. Study 1 delineates the construction and subsequent testing of the hypothesized factor structure of the CARS. Results of confirmatory factor analyses supported the existence of four distinct subscales of the CARS, each representing a different anxiety regulation strategy: suppression, reappraisal, avoidance, and venting. Study 2 examined correlations of the CARS subscales with existing measures, demonstrating preliminary construct validity. Overall, findings provide preliminary support for the utility of the CARS as measure of communication anxiety regulation to be used by communication and psychology researchers.