



TEXAS TECH UNIVERSITY

College of Media & Communication™

Friday, March 5, 2021

9:00 AM – 10:30 AM

“I relate to that: A uses and gratifications and self-regulation approach to family history website use”

Eric D. Milman, Texas Tech University

9:00 AM – 10:30 AM

“Merican pride: The fourth persona in 2016 U.S. election cyberpropaganda”

Cassandra Hayes, Texas Tech University

10:40 AM – 12:10 PM

“Underneath the humor: Fantasy theme analysis of Anti-Chinese memes during the coronavirus pandemic”

Bingbing Zhang (TTU MA, 2019), Pennsylvania State University

10:40 AM – 12:10 PM

“The spectacle of flags”

Julie Grandjean, Texas Tech University

10:40 AM – 12:10 PM

Panel Session: “Publish without perishing: How to get the most out of research collaborations between grad students and faculty”

Panelists:

Lauren A. Auverset, University of Louisiana at Lafayette

Raluca Cozma, Kansas State University

Tracy Everbach, University of North Texas

Emily Guajardo, Baylor University

Ryan Urban, Kansas State University

Lauren Horst, University of Louisiana at Lafayette

T. Phillip Madison (TTU BA, 2002; MA, 2008), University of Louisiana at Lafayette

10:40 AM – 12:10 PM

“Framing COVID-19: Are mask mandates affecting how news is reported?”

Hosea Kost, University of South Dakota

Shane Semmler, University of South Dakota

Travis Loof (TTU PhD, 2017), University of South Dakota

1:00 PM – 2:30 PM

“Black and white and moral all over: Are there partisan differences in the moral framing of news?”

Jeff Hunter, Texas Tech University

Koji Yoshimura, Texas Tech University

1:00 PM – 2:30 PM

Paper Session: “Communication technology’s role in a world of disinformation”

Kris Boyle (TTU PhD, 2008), Brigham Young University (Moderator & Discussant)

“Is Facebook news biased against my opinion? Testing the influence of comments on the hostile media effect and a potential solution”

Sherice Gearhart, Texas Tech University

Ioana A. Coman, Texas Tech University

Alexander Moe (TTU PhD, 2018), SUNY Brockport

Sydney E. Brammer, Texas Tech University

1:00 PM – 2:30 PM

““A tale of two hospitals”: The role of place-based sensemaking in COVID-19 communication for rural and urban Texas hospitals”

Cassandra Hayes, Texas Tech University

Rachel Riggs, Texas Tech University

Kelly Burns, Texas Tech University

1:00 PM – 2:30 PM

Paper Session: “Navigating the new normal: COVID-19 pandemic”

Terri Hernandez (TTU PhD, 2018), Mississippi State University (Moderator)

“Navigating the new normal: Teaching in the time of COVID”

Clay Craig (TTU PhD, 2013), Texas State University

Andrea Bergstrom, Coastal Carolina University

Mary E. Brooks (TTU PhD, 2015), West Texas A&M University

Shannon Bichard, Texas Tech University

“The ads must go on: The framing of COVID-19 in global ads”

Mary E. Brooks (TTU PhD, 2015), West Texas A&M University

Shannon Bichard, Texas Tech University

Clay Craig (TTU PhD, 2013), Texas State University

Andrea Bergstrom, Coastal Carolina University

2:40 PM – 4:10 PM

“Hey, I’ve seen this (game element) before!: Familiarity and video games”

Phil V. Chauveau, Texas Tech University

2:40 PM – 4:10 PM

Paper Session: “2020 election and COVID-19 message framing”

Derrick Holland (TTU PhD, 2019), University of Tennessee, Knoxville (Moderator & Discussant)

“Cultivating discontent: How the Lincoln Project & RVAT engaged potential voters during the 2020 election”

Oluseyi Adegbola (TTU PhD, 2020), DePaul University

Christina Najera, Texas Tech University

2:40 PM – 4:10 PM

“Fighting the Infodemic War on the COVID-19 Vaccine: An international comparative analysis of factchecking organizations’ impact on social media and their dialogic engagement with their audiences”

Ioana A. Coman, Texas Tech University

4:35 PM – 5:45 PM

Paper Session: “News distrust, misinformation & polarization”

Alexander Moe (TTU PhD, 2018), State University of New York at Brockport (Moderator)

Ioana Coman, Texas Tech University (Discussant)

“Misinformation and news verification: Factors that dissuade users from fact checking suspect content”

Erik Bucy, Texas Tech University

Duncan Prettyman (TTU PhD, 2020), Colorado Technical University

4:35 PM – 5:45 PM

Paper Session: “Religious organizations' message framing”

Christina Najera, Texas Tech University (Moderator & Discussant)

Saturday, March 6, 2021

9:30 AM - 11:00 AM

“Can Facebook opinion leaders induce hostile media bias? A modern application of two-step flow to online news distribution.”

Sherice Gearhart, Texas Tech University

Bingbing Zhang (TTU MA, 2019), Pennsylvania State University

11:10 AM – 12:20 PM

“Functions of imagined interactions with AI among Alexa-users”

Tim Gaspard, University of Louisiana - Lafayette

T. Phillip Madison (TTU BA, 2002; MA, 2008), University of Louisiana - Lafayette

11:10 AM – 12:20 PM

“A receiver's perception of an Augmentative and Alternative Communication (AAC) device user's credibility and authenticity”

Ciarra T. Martin, University of South Dakota

Travis Loof (TTU PhD, 2017), University of South Dakota

1:35 PM – 3:05 PM

“Learning by doing: The potential effect of interactivity on health literacy”

Natasha Strydhorst, Texas Tech University

Sava Kolev, Texas Tech University

Phil V. Chauveau, Texas Tech University

Eric D. Milman, Texas Tech University

1:35 PM – 3:05 PM

“Pounding the pavement: A media sales experiential learning project”

Mary E Brooks (TTU PhD, 2015), West Texas A&M University

Nancy Garcia, West Texas A&M University

1:35 PM – 3:05 PM

Paper Session: “International Political Communication”

Sherice Gearhart, Texas Tech University (Moderator)

“Investigating the nature and antecedents of political participation: Evidence from an emerging democracy”

Oluseyi Adegbola (TTU PhD, 2020), DePaul University

“Communication, news media use & political participation in Sub-Saharan Africa: A synthesis of the literature”

Oluseyi Adegbola (TTU PhD, 2020), DePaul University

Oluwabusayo Okunloye, Texas Tech University

1:35 PM – 3:05 PM

“Motivations and interpretations of a “Like” on Instagram: What it means for cultural, corporate, interpersonal, and social dynamics”

Rauf Arif, Texas Tech University

Laura Ragsdale, Texas Tech University

1:35 PM – 3:05 PM

Paper Session: “Effects of digital interactivity within society”

Terri Hernandez (TTU PhD, 2018), Mississippi State University

3:30 PM – 5:00 PM

“Selective exposure to fact checkers on Twitter: How do warning labels reduce defensive reactions toward correction?”

Bingbing Zhang (TTU MA, 2019), Pennsylvania State University

3:30 PM – 5:00 PM

“The linguistic features driving information diffusion of Twitter: A case of #RevolutionNow in Nigeria”

Oluwabusayo Okunloye, Texas Tech University

3:30 PM – 5:00 PM

Panel session: “Fake news and future journalists: Educating future news media members on how to respond to misinformation and disinformation”

Alexis Bajalia, Moderator University of Florida

Shuhua Zhou, Panelist, University of Missouri

Erik P. Bucy, Panelist, Texas Tech University

Erika Schneider, Panelist, University of Missouri

LaRissa Lawrie, Panelist, University of Missouri

Matthew Blomberg, Panelist, University of Kansas