



TEXAS TECH UNIVERSITY

College of Media & Communication™

Wednesday, August 3, 2022

10:30 a.m. to Noon

Research Panel Session: “Masculinities in the Media: Current Research Trends of Masculinity in Pop Culture Entertainment”

Moderator and Panelist: **Nathian Rodriguez**, San Diego State (TTU CoMC PhD Alum)

12:30 to 2 p.m.

“I Want to Keep My Job: Strategies for Navigating the T&P Journey” in Teaching Panel Session

Panelist: **Nathian Rodriguez**, San Diego State (TTU CoMC PhD Alum)

2:30 to 4 p.m.

“Shutting Down the Rumor Mill: Effects of Responses to Social-Media Comments on Perceptions of Candidates” in Communicating Science, Health, Environment and Risk and Political Communication Divisions Scholar-to-Scholar (Poster) Refereed Paper Session

Patricia Douglass, Yani Zhao, and Oluwabusayo Okunloye (TTU CoMC PhD Students)

“What’s in a Footprint? An Exploration of Twitter Real versus Fake News Accounts during the 2016 Electoral Campaign” in Communicating Science, Health, Environment and Risk and Political Communication Divisions Scholar-to-Scholar (Poster) Refereed Paper Session

Ioana Coman, Ori Swed (TTU Sociology), **Tommy Dang** (TTU Computer Science); **Nihar Sreepada**, Missouri State (TTU CoMC PhD Alum)

“The Impact of User Comments on Fact-Checking” in Communicating Science, Health, Environment and Risk and Political Communication Divisions Scholar-to-Scholar (Poster) Refereed Paper Session

Bingbing Zhang (TTU CoMC MA Alum) and Mike Schmierbach, Penn State

4:30 to 6 p.m.

“Media Management, Economics and Entrepreneurship and Communication Theory and Methodology Divisions” in PF&R Panel Session Media in the Age of Automation, Robotics and Artificial Intelligence

Panelist: **Jaime Banks**



“Medical Communication, Internalized “Good Mother” Norms, and Feminist Self-Identification as Predictors of Maternal Burnout” in Refereed Paper Session Sex and the Consequences: Womanhood and Reproductive Rights

*Top Faculty Student Paper

Miglena Sternadori and **Daisy Milman** (TTU CoMC PhD Student)

Thursday, August 4, 2021

8:30 to 10 a.m.

“The Power of Iconic Photos: An Eye-Tracking Investigation” in High Density Refereed Paper Session, History Division

Santiago Arias (TTU CoMC PhD Alum), **Harrison Gong**, **David Perlmutter**, and **Erik Bucy**

10:30 a.m. to Noon

High Density Refereed Paper Session: PRD High-Density Research Session - Doug Newsom, Public Relations History, Race and Public Relations Awards and DEI Papers

Discussant: **Ioana Coman**; Mia Long Anderson, Sam Houston State

12:30 to 2 p.m.

“How Women Leaders of Color Survive, Thrive, and Advance in the Academy” in Refereed Paper Session Sex and the Consequences: Womanhood and Reproductive Rights

Rosalynn Vasquez, Boston (TTU CoMC PhD Alum)

High Density Refereed Paper Session: Topic I – “Gender Equality and Media Portrayals”

Discussant: **Christina Najera**, University of Tennessee (TTU CoMC PhD Alum)

Small Programs Interest Group

Moderator: **Mary Liz Brooks**, West Texas A&M (TTU CoMC PhD Alum)

Agencies Culture, Creative, and Communication: How Diversity, Equity, and Inclusion Initiatives Impact Advertising Agencies

Martha Hodgins (TTU CoMC Undergrad Student) and **Harrison Gong**

“Welcome to Your Home: Celebrating, Encouraging, and Mentoring the Hybrid Practitioner/Scholar/Professor Model at AEJMC” in PF&R Panel Session: Internships and Careers Interest Group and Broadcast and Mobile Journalism Division

Panelists: **Debbie Davis**, Harold Vincent, Elon, Adviser Live Oak Communications, Laura Smith, South Carolina, Harrison Hove, Florida

“Social Movements Through Social Media: A Comparison of Bangladesh’s Road Safety and Ghana’s #FixtheCountry Movements” in Research Panel Session: Focusing on the Future Together: Media Research on South Asia & Its Diaspora Worldwide

Mahedi Hasan (TTU CoMC MA Student)

4:30 to 6 p.m.

“Evaluating the Role of AI Ethics in Using and Producing Automated Journalism” in Research Panel Session: Seeing the World through Artificial Intelligence

Panelists: **Erik Bucy**; Yu Huang, Hong Kong Baptist; Paul Mihailidis, Emerson

6:30 to 8:30 p.m.

“Age and Social Comparison as Antecedents of Attitude toward Masculinity-Focused Strategic Campaigns” in Scholar-to-Scholar (Poster) Refereed Paper Session: Advertising and Cultural and Critical Studies Divisions

Miglena Sternadori; **Alan Bitbol**, Dayton (TTU CoMC PhD Alum)

“Nano Influencer Marketing: How Parasocial Attributes and Sponsorship Disclosure Affect Audience Evaluations” in in Scholar-to-Scholar (Poster) Refereed Paper Session: Advertising and Cultural and Critical Studies Divisions

Harrison Gong

★ “How Viewers Process 360-Degree News Video Under Varying Levels of Audiovisual Correspondence” in Refereed Paper Session, Top Faculty Research Session, Communication Technology Division

***Second Place Award – Faculty Research**

Erik Bucy; **Othello Richards**, Brigham Young (TTU CoMC PhD Alum)

★ “Differing Influences of Political Communication Sources: Examining How News Use & Conversation Shape Political Engagement in Nigeria” in Refereed Paper Session, Award-Winning Papers in International Communication

***Second Place Paper, Robert L. Stevenson Open Competition**

Oluseyi Adegbola, DePaul University (TTU CoMC PhD Alum),

Sherice Gearhart; **Bingbing Zhang**, Penn State (TTU CoMC MA Alum)



“The Relationship between Parasocial Friendship Quality with Non-playable Video Game Characters, Gaming Motivations, and Obsessive vs. Harmonious Passion” in Refereed Paper Session, Entertainment Studies Interest Group Top Paper Session

***Fourth Place Award – Faculty Research**

Daisy Milman (TTU CoMC PhD Student) and **Devin Mills** (TTU Community, Family, and Addiction Sciences)

Friday, August 5, 2022

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

“I Learned It From Watching YOU!': Parasocial Relationships with YouTubers and Self-Efficacy” in High Density Refereed Paper Session: Topic II

Discussant: **Christina Najera**, University of Tennessee (TTU CoMC PhD Alum)

Noon to 1:30 p.m.

Research Panel Session: ASJMC Survey Releases

Glenn Cummins, Melissa Gotlieb, and Bryan McLaughlin (panelists)

4 to 5:30 p.m.

Communication Technology Division, Topic III – Finding Love

Discussant: **Othello Richards**, Brigham Young (TTU CoMC PhD Alum)

6 to 8 p.m.



“The Role of Worldview Inconsistency and Reactance” in GSIG Top Paper Session

***Third Place Paper – Student Competition**

Bingbing Zhang, Penn State (TTU CoMC MA Alum)

“Do the Eyes Have It? Semantic Meaning Guides Visual Attention in 360-Degree News Video” in Broadcast and Mobile Journalism Division Top Paper Session

Othello Richards, Brigham Young (TTU CoMC PhD Alum)

Religion and the Media Interest Group, Refereed Paper Session – Media Representation of Religion, Religious Practice, and Communities
Discussant: **Doug Mendenhall**, Abilene Christian (TTU CoMC PhD Alum)

Saturday, August 6, 2022

9:30 to 11 a.m.

Mass Communication and Society Division, Refereed Paper Session – Media Representation and Inclusivity
Moderator: **Terri Hernandez**, Mississippi (TTU CoMC PhD Alum)
Discussant: **Derrick Holland**, Tennessee (TTU CoMC PhD Alum)

11:30 a.m. to 1 p.m.

“Hostile Media Bias in Vaccine News: The Influence of Facebook Comments & Topic on Perceptions” in Refereed Paper Session, The Power of Digital Journalism: Social Media Effects on Audiences
Sherice Gearhart, Ioana Coman, and Sydney Elaine Brammer (TTU CoMC PhD Student); **Alexander Moe**, SUNY Brockport (TTU CoMC PhD Alum)

11:30 a.m. to 1 p.m.



“A Divided Cowboy Hat: Exploring the Digital Divide among Beef Cattle Producers around the Texas Panhandle”
***First Place Student Paper, Jung-Sook Lee Student Research Paper Competition**
Shibo Wang (TTU CoMC PhD Student)