

CTEC

Assumptions about students no doubt shape their performance.



Jessica Smith
Teaching Chair

Students recently discussed management theories in my electronic

media capstone class after they learned about classical theories of management from the Industrial Revolution era and more modern management approaches.

The difference between the approaches, they said, was the underlying assumption. The classical theorists advised motivating employees by offering pay incentives and maintaining strong central authority since employees would do as little work as they could get by with otherwise. Theorists of the human relations and modern schools recognized that employees possessed ambition, awareness, and self-control that could motivate them to succeed.

Despite my best intentions, I often act more like a classical theorist in the classroom than a modern believer in my students' motivation and potential.

The traffic cop mentality is an easy default after feeling ground down by haggling over absences, hearing that students are just too busy to read or study outside of class, and responding to students who ask why I gave a B rather than an A.

Educators can't escape these

dealings, but we can challenge ourselves to think more of our students than people who will try to get away with something if don't crack the whip constantly.

If I think of my students as kids who are looking for an easy A or apathetic students seeking the path of least resistance to a degree, my job becomes forcing them to learn and doling out consequences.

If I think of my students as adults who are motivated to learn as much as they can in college because of the goals they have for their lives, my job becomes challenging them to grow as scholars, professionals, and individuals.

Having high expectations of our students is ultimately about our assumptions about their motivation, not the technical benchmarks we set on tests.

This is easier said than done, but three behaviors help me make these assumptions more concrete.

I will explain to my students why the classes I teach and the topics we cover are important to the field and to their development as professionals. Students' goals are varied and increasingly reach outside of traditional media companies. I want them to see how they can use concepts and skills beyond the classroom.

I will show students my passion for writing, Web design, and social

media. It's important that they learn rules and coding details — and practice those skills over and over — but I really hope to inspire them to be excellent communicators who make a difference in their jobs and the world. If students pursue this goal, they will necessarily tackle the required technical competencies. If the technical competencies themselves are the goal, educators should expect nothing less than glassy eyes and questions about whether this will be on the test.

I will provide links and references to sources for more information. I often am skeptical that students completed the day's assigned reading, so the classical me thinks that recommended reading may be a pipe dream. But the modern me recognizes that additional resources provide depth for students who might have signed up for the class because of interest in a particular topic, or for those who had no idea that they were interested in the topic until they wrestle with it in a project or discussion.

These behaviors don't change the content of my classes, but I hope they give students more room to develop.

Jessica Smith is an assistant professor at Texas Tech University. She can be reached at:
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A journal for CTEC



**Marcus
Messner**
Head

For the last two years our division has discussed the possibility of creating a new publication for communication technology research. At our members' meeting at the AEJMC conference in Denver the members decided unanimously that we will pursue our options of starting an academic journal or affiliating our division with one. We decided that a task force will conduct research on the matter and provide a proposal in 2011. The CTEC members will then have an opportunity to vote on the proposal as a publication will most likely also have an impact on our division dues.

We recently formed the task force that currently includes the division head, vice head and research chair (Homero Gil de Zuniga, Jacob Groshek and me) to guarantee continuity in this process. However, any member is invited to take part in the process and join the group. Please contact any one of us and join the discussion. We have also set up a discussion thread on our Facebook group.

We would like to start the process by opening up a discussion on possible options for a journal affiliation or starting a journal. Please take a few minutes to give us your input by sending us your comments or posting them on Facebook. We will weigh our options and talk with publishers and/or journal editors as

soon as we hear from you.

The trend right now is to start a new journal, as an affiliation with an existing one seems to narrow the research focus too much for our division. Jacob Groshek had already had preliminary talks with a publisher and there seems to be some interest. Homero Gil de Zuniga has also reached out to AEJMC's publication committee to weigh our options.

We are very much looking forward to your input and your participation in the task force.

Marcus Messner is an assistant professor at Virginia Commonwealth University. He can be reached at: mmessner@vcu.edu

Make it to the CTEC meeting in Norman

Check the Midwinter schedule for our meeting time and plan for an informal social to follow.

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Digital Maps and Data in Communication Technology Research



Bart Wojdyski
Best of the Web
Chair

As researchers of communication technology, we often focus on studying

distinctions between types of media, or types of messages delivered via a particular technological means. Certainly, a key variable that sets a lot of digital media platforms apart from other media is their capability to provide interactivity, or control over the information.

An area of digital media often undervalued by technology researchers is design, perhaps because some view it as a matter of aesthetics, or more the realm of visual communication researchers. However, much evidence points to design characteristics of a particular application or program making a substantial impact on whether it's adopted, how it's used, and what its effects are.

One particular characteristic of Web-based media that seems to be increasing in its value is the use of maps to provide easy display of, and access to, information from large data sets. While a lot of innovation has been shown in creating various data visualization displays, the wide variety of utilities and relative ease of creating useful interactive maps make them

Television and online coverage of the recent mid-term elections relied heavily on the use of interactive maps. Among the Web sites, there was a range

of functionality. The ability to toggle between races by political position, and the use of red, blue, and usually gray color were fairly ubiquitous. Several maps offered great zoom between different levels of granularity – state-by-state, or by congressional district within a state – each with corresponding rollover information that populated in real time.

A more recent development in digital mapping is the intersection of mobile and social media with Web-based maps, resulting in “crowd mapping.” Geolocation data transmitted through Keyhole Markup Language (KML) embedded in pages and map-mashups, or from users’ mobile phones via Twitter, and other means of transmission.

The practical applications of geolocation data are myriad. Several aid organizations fighting the cholera outbreak in Haiti [are using maps](#) to keep track of areas with available clean water, and using GIS equipment to map clinics and schools. On a larger and more permanent scale, the WHO’s [HealthMapper](#) allows health workers in the field to track epidemics or other information while also providing a database with basic demographic and geographic information. A wide array of geospatial data is also freely available at [Geodata.gov](#).

While maps provide a convenient bird’s eye view of geospatial information, the rise and expected advancement of “augmented reality” applications, which superimpose digital information on top of a first-person

view on smartphones, and eventually other platforms, could change the way we interact with the world as we walk or drive around. A recent article by [Mike Liebhold](#) expounds on the potentials of AR.

Certainly, not everything is made easier with maps. Individuals must be familiar with the geographical area being displayed for the map to provide a benefit. Critics of modern digital culture point to the increase in video consumption in Web-based media as one bit of evidence that the Web is dumbing down the average consumer. On the other hand, it could be argued that an increased visual literacy is also necessitated by the rise in Web use, and that understanding maps, charts, and graphs becomes increasingly important as they become easier to create and more prevalent.

The research potential of digital mapping extends to societal effects, psychological effects, and impact on many industries, not the least of which is journalism. I think this will be a fertile area for many of our scholars in the coming decade, and also allow for a lot of innovation in our classrooms.

Bartosz Wojdyski is a Roy H. Park Ph.D. Fellow at The University of North Carolina at Chapel Hill. He can be reached at: bartw@email.unc.edu

CTEC Reviewers Needed



Jacob Groshek
Research Chair

Though many colleagues in our division have just put the finishing touches on research and panels for the ICA deadline, more intrigue and opportunities are just around the corner for the upcoming AEJMC annual convention in St. Louis. Here is a preview to get us all thinking about the meaningful and interesting process of contributing to the success of the CTEC division this year.

First, we have the very important issue of reviewing papers for research panels. As we all are probably aware, CTEC historically has one of the highest rates of paper submissions despite the fact that our membership is not the highest when compared to other AEJMC divisions. This means that we should not only try to actively recruit more members, but also that we will need as many volunteer reviewers as possible to ensure two interdependent goals:

- 1) high quality reviews
- 2) a reasonable workload among reviewers

As it is almost certain that CTEC will again field a very large number of paper submissions, I kindly ask that you volunteer to review for the division—and in order to keep your own commitment manageable, recommend just one colleague to review as well.

The submission process will again proceed through the familiar online

All-Academic system, which of course provides the option to print manuscripts for review. Reviewers will have slightly over one month to complete their reviews, and depending on the total number of submissions, we will attempt to assign about three or four papers per volunteer reviewer.

Right now, most readers are probably thinking, “GREAT!, but what can I do now?” If you would be so kind, please take 5 minutes and email some very basic information in order to participate as CTEC reviewer (and add a line to the service section of your CV).

E-mail me at:
ctec.research@gmail.com and provide me with the following:

- 1) Your name and current email;
- 2) Your current affiliation;
- 3) Your area of specialization and preferred methodologies;
- 4) Your willingness to be a moderator and/or discussant for a CTEC panel.

As a general rule, we do not employ student reviewers for CTEC research papers, but there are many other ways for students to be involved. First among these is simply to submit their work to our division and participate in the Jung-Sook Lee student paper competition. It is one of our goals to maintain the history of this award, which honors the division’s 1997-1998 research chair, Jung-Sook Lee

of the University of Southwest Louisiana, who died in 1998. The top three papers (student-only) earn a cash award and recognition at the division’s business meeting. In addition, the author of the first-place student paper also has their conference registration fee paid by the division.

It is a truly wonderful time to be researching in the area of communication technologies—it seems like a golden age of scholarship. We have a very fine body of members and officers and I very much look forward to hearing from you personally. Without you, the CTEC division would not be as dynamic and engaging as it is so please accept my very sincere appreciation for your time and your contributions. Thanks and best wishes for fall semester!

Jacob Groshek is an assistant professor at the Erasmus University in Rotterdam, the Netherlands. He can be reached at:
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AEJMC MIDWINTER CONFERENCE 2011

March 4-5, 2011

Gaylord College of Journalism and Mass Communication • University of Oklahoma



Carmen Stavrositu
Midwinter
Conference
Coordinator

The Communication and Technology division will once again be participating in the annual AEJMC Midwinter Conference, so please allow me to encourage you to submit your research to our division.

Traditionally, the Midwinter Conference has provided an excellent venue for graduate students and faculty alike to share their research in a more relaxed setting that allows for extensive discussion, debate and feedback. Also to be noted is that papers and panels accepted at the Midwinter Conference can be submitted again for presentation at the national AEJMC conference.

For a second year in a row, the AEJMC Midwinter Conference will be hosted by the Gaylord College of Journalism and Mass Communication (University of Oklahoma). This year, the Communication Technology Division is one of 13 divisions, interest groups and commissions to sponsor the conference, which will take place on March 4-5, 2011.

If you wish to submit your work to our division, you can e-mail your submission to cstavros@uocs.edu, by noon on December 3, 2010. Authors will be notified about the status of their submission by mid-January. For more details, please refer to the Midwinter call for papers and proposals below.

If you have any questions, do not hesitate to contact me. I hope to see many of you in Norman this coming March!

The AEJMC Midwinter Conference is an annual forum for the presentation of research and debate in areas relevant to the 13 AEJMC groups (divisions, interest groups and commissions) sponsoring the event. The conference provides a platform for presentations and extended discussions in a relaxed setting.

The upcoming conference is scheduled for March 4-5, 2011 at the Gaylord College of Journalism and Mass Communication (University of Oklahoma) in Norman, Oklahoma. For the third year in a row, conference participants will be able to enjoy the College's state-of-the-art teaching and research facilities, as well as many winter diversions outside the conference activities, including world-class museums and art galleries.

Paper abstract submissions: Authors are invited to submit research paper abstracts of between 600 and 800 words (word count excludes author information and references). Abstracts should give a clear sense of relevant literature, research objectives, methodological approach, stage of research project (conceptual, data gathering, data interpreting), findings and conclusions.

Submissions should be made by e-mail to the midwinter chair (from the list below) of the group authors wish to submit to. Note that authors can only submit a paper abstract to one participating group – submitting

the same paper abstract to several groups will result in disqualification and withdrawal from the review process. Do not submit full papers.

Authors of accepted papers will be notified by mid-January 2011. Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention. Authors are encouraged to use the midwinter conference as an opportunity to get feedback on their research, improve and finalize it for submission to the national conference.

Authors of accepted abstracts must submit complete papers (not exceeding 30 pages) to the discussant of their conference session least two weeks before the conference.

At least one author of each accepted paper must register and attend the conference to read the paper.

Panel submissions: In addition, the organizers are also inviting panel proposals sent to the relevant midwinter chair of the group they wish to present the panel to. Panel submissions should include the panel title, a description of the session's focus, the issues to be discussed, and a list of panelists (potential and confirmed), including affiliation. Panel proposals should not exceed two double-spaced pages.

Submission format: All submissions (for paper abstracts and panels) should include the name(s) of the author(s) or panels organizer(s) on the title page only.

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Members Input on Panel Proposals Requested



Homero Gil de Zúñiga
Vice Head

A classic topic that receives treatment every year in CTEC's

Fall newsletter relates to Panel Proposals. As most of you know, the number of Interests Groups and Divisions in AEJMC continues to increase every year. At the same time, the number of slots available to all of us for panel and research sessions is the same. Basically, it means that things will be even tougher for our Division at the "chip" auction at the AEJMC midwinter meeting in on Dec. 3, in Albuquerque. As usual, CTEC members and officers have put forward a list of brilliant research, teaching and PF&R panel proposals for the 2011 conference. All topics have a large component of Communication Technologies but revolve around diverse and distinct inquire areas: politics, digital journalism, 21st century business models, etc.

In this context, we need your help more than ever to decide what panels are the most important to us. I have compiled a list of proposed panels for you to review at http://dl.dropbox.com/u/3185845/CTEC_Panel_Proposals_AEJMC_Boston_2011.doc please email me with your suggestions as for what are the most important or interesting proposals. I know only few will make it but I would love to ingrate all members' thoughts on this one!! Thank you very much.

I look forward to report on this and other issues in the Spring newsletter.

Homero Gil de Zúñiga is assistant professor at University of Texas – Austin. He can be reached at: hgz@mail.utexas.edu or www.homerogdz.com

MIDWINTER CONFERENCE 2011 Continued From Page 5

The title page should also include the corresponding author's mailing address, telephone number and e-mail address. The title should be on the first page of the text and on running heads on each page of text. Authors should e-mail their abstracts or proposals as attachments (saved with the author's last name as file name) in a standard word-processing format (preferably Word or RTF) to the relevant midwinter chair. Authors must ensure that they remove any identifying information from their document (with the exception of the title page).

Deadline: All submissions should reach the appropriate group's midwinter chair by noon, December 3, 2010.

The University of Oklahoma is located in Norman, 20 miles south of Oklahoma City, with easy access to the Will Rogers World Airport. Details on conference registration, hotel accommodation and airport transportation will be available at <http://www.ou.edu/gaylord>.

For more information, please contact Elanie Steyn, Conference Site Host (elanie@ou.edu).

Carmen Stavrositu is an assistant professor at University of Colorado at Colorado Springs. She can be reached at: cstavros@uccs.edu

AEJMC 2011 Midwinter

Chairs by Division/Interest
Group/Commission

Civic & Citizen Journalism Interest Group

Burton St. John, Old Dominion •

BSaintJo@odu.edu

Communication Technology Division

Carmen Stavrositu, Colorado at Colorado Springs • cstavros@uccs.edu

Commission on the Status of Women

Barbara Friedman, North Carolina •

bfriedman@unc.edu

Cultural and Critical Studies Division

Susan Brockus, California State-Chico •

sbrockus@csuchico.edu

Entertainment Studies Interest Group

Mina Tsay, Boston • minatsay@bu.edu

Graduate Education Interest Group

J.J. De Simone, Wisconsin-Madison •

jjdesimone@gmail.com

International Communication Division

Heloiza Herscovitz, California State-Long Beach •

heloiza@journalism.com

Magazine Division

Liz Fakazis, Wisconsin-Stevens Point •

liz.fakazis@uwsp.edu

Mass Communication & Society Division

Lisa Paulin, North Carolina Central •

lpaulin@ncceu.edu

Media Management and Economics Division

Sue Alessandri, Suffolk •

salessandri@suffolk.edu

Minorities and Communication Division

Felicia McGhee-Hilt, Tennessee at Chattanooga •

felicia-hilt@utc.edu

Religion and Media Interest Group

Amanda Sturgill, Elon •

amanda_sturgill@baylor.edu

Visual Communication Division

Bruce Thorson, Nebraska-Lincoln •

bthorson2@unl.edu

AEJMC

Association for Education in Journalism
and Mass Communication
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