

**Communication Technology Division (CTEC)**  
**Annual Report to the Association for Education in Journalism and Mass**  
**Communication**  
**2012-2013**

Submitted by Jacob Groshek, division head  
(With contributions prepared by Carmen Stavrositu,  
Amanda Sturgill, Bart Wojdynski, Porismita Borah, Jessica Smith, and Diego Mazorra)

June 15, 2013

**1. LIST OF CURRENT OFFICERS**

*Head:* Jacob Groshek, University of Melbourne  
Email: jgroshek@gmail.com

*Vice Head and Program Chair:* Carmen Stavrositu, University of Colorado – Colorado Springs.  
Email: cstavros@uccs.edu

*Teaching Chair:* Porismita Borah , Washington State University.  
Email: jessica.e.smith@ttu.edu

*Professional Freedom and Responsibility Chair:* Jessica Smith, Texas Tech University.  
Email: jessica.e.smith@ttu.edu

*Research Committee/Paper Competition Chair:* Amanda Sturgill, Elon University.  
Email: asturgill@elon.edu

*Midwinter Conference Coordinator:* Bart Wojdynski, Virginia Tech University.  
Email: wojdynski@vt.edu

*“Best of the Web” Competition Chair:* Diego Mazorra, Universidad Externado – Bogotá, Colombia.  
Email: diego.mazorra@uexternado.edu.co

*Membership Chair:* Monica Chadha, University of Texas – Austin.  
Email: monix3@gmail.com

*Newsletter Editor:* Jessica Gall Myrick , University of North Carolina.  
Email: jgmyrick@live.unc.edu

*Web & Social Media Chair:* Cindy Vincent, Oklahoma University.  
Email: cindy.vincent@ou.edu

*Listserv Coordinator:* Yu Liu, University of Miami.  
Email: y.liu24@umiami.edu

# AEJMC Demographic Information for CTEC

## 2. DEMOGRAPHIC FORM

The completed AEJMC demographic form showing CTEC's participation activity by demographic groups is presented in the Appendix.

## 3. OVERALL STATEMENT OF 2012-2013 ACTIVITIES

The Communication Technology Division continues to provide a balance of activities in Research, Teaching, and PF&R dimensions. This year, the division received more paper submissions for the national convention in Washington, DC, which allowed us for the first time in several years to increase our traditionally low paper acceptance rate while at the same time maintaining the high quality of research presented in CTEC sessions.

At the annual convention we are sponsoring or co-sponsoring seven competitive research sessions, including two high-density sessions, one scholar-to-scholar session, and two poster sessions as well as the Jung-Sook Lee Student Competition and the Top Faculty Paper session. We are also co-sponsoring four panel sessions: one research, two teaching and one PF&R. In addition to sponsoring and co-sponsoring sessions, CTEC continues to provide cash awards to both our Jung-Sook Lee student paper winners and the co-sponsored "Best of the Web" winners (the "Best of the Web" award costs are shared with the co-sponsoring Visual Communication Division). This year, CTEC was the leading division for "Best of the Web." The division has also secured funding for the Gene Burd Communication Technology Division Research Award, which will be awarded every year, starting in 2012. These are concrete evidence of our commitment to supporting top-quality contributions to the field.

We also continued our leadership role in planning the 2011 Midwinter Conference. The division coordinated the recruitment and selection of an event host and arranged meetings of division representatives to plan the event. As this year closes, we are once again planning to assist the other interested divisions to select a host for the 2012 Midwinter Conference.

In addition, we are continuing to explore the possibility of starting a division research journal. A task force has drafted a journal prospectus this year and has been in conversations with publishers as well as potential editors. One publisher, Librello, has expressed a willingness to publish the journal, and it is expected that the division members will vote on the prospectus at the business meeting (though Routledge is also still considering the option). The journal effort will remain one of the main goals of the division in the coming years as well.

## 4. 2012-2013 CTEC ACCOMPLISHMENTS

- Received and managed judging a robust number of convention papers. Research Committee and Paper Competition Chair Amanda Sturgill coordinated triple-blind review of XXX refereed research paper submissions. Of these, XX papers were accepted for a XX.X% acceptance rate. More than 100 paper submissions were received for the ninth consecutive year.
- Maintained a leadership role in the Midwinter Convention. CTEC's Midwinter Conference representatives coordinated meetings and discussion to arrange a 2011 Midwinter Conference site host (University of Oklahoma) and coordinated the conference's submissions and programming with the conference host and other divisions and interest groups. CTEC Midwinter Coordinator Bart Wojdyski will be arranging a meeting with other division and interest group representatives to plan the 2012 conference.
- Continued outreach to current and potential division members. Membership chair Monica Chadha contacted authors of all papers accepted by CTEC at the Midwinter and national AEJMC conferences and asked them to join the division.

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- Promoted the division at the AEJMC Midwinter conference.
- Maintained newsletters and listserv. Webmaster / Social Media Chair Cindy Vincent updated the division website and built the social media presence of the division
- Further explored possibility of starting a CTEC journal. Head, vice head and research chair drafted a journal prospectus and searched for a journal editor.
- The Gene Burd Communication Technology Division Research Award continues in its second year, which will award \$1,000 for top research papers in the coming years.
- Continued co-sponsorship of unique competitions with Graduate Education Interest Group and Visual Communication Division.
- Continued to provide support for student success with the annual Jung-Sook Lee research awards.

### 2013-2014 CTEC GOALS

Carmen Stavrositu, CTEC's 2012-2013 Vice Head and Program Chair, will lead the division in 2013-2014 with the assistance of officers to be elected at the 2013 annual convention. CTEC's primary goals for 2013-2014 are:

- **Increase division membership**

Thanks to the efforts of all CTEC officers and our membership liaison, Monica Chadha, membership has not only remained stable but increased with respect to previous years. Nevertheless, membership enlargement remains a priority within the division. CTEC is one of AEJMC's top divisions in terms of papers submitted year after year. We try to correspond such popularity in relation to our division membership as well. CTEC's goal during 2013-2014 is to increase division membership by 10% to meet reviewer needs for the national convention. We had the same goal last year and we were very close to accomplish it.

- **Increase diversity of the membership and event (convention/conference) participants**

The demographic distribution of CTEC's event participants, reported in this document, shows some stride toward diverse representation but is still disproportionate. CTEC will continue to strive for a more representative division in terms of demographic and other diversity criteria.

- **Investigate academic journal affiliation**

As reported last year, a task force was created to carry on with an initial discussion over the creation of a journal for the division. We understand the affiliation of an academic journal with the division will largely improve both the visibility of the division at AEJMC but also the exposure of the research that takes place within the division. Several publishers (i.e, Sage and Frances & Taylor) showed interest in participating of such endeavor. The goal for 2011-2012 is to continue this conversation and explore the journal affiliation. A full proposal has already been developed and will be passed along for discussion and a vote at the forthcoming AEJMC annual business meeting.

- **Promote and Maintain the 'Gene Burd' Communication Technology Division Research Award**

One of the main goals for the 2013-2014 period is to maintain the relatively new award in the division, the Gene Burd Communication Technology Division Research Award. Initial conversations have taken place with this philanthropic scholar, who is one of the oldest members of AEJMC. Thanks to his generosity, this award will represent an initial fund of \$10,000 to be distributed in the next 10 years. Top faculty research papers will be presented with the award and a check of \$1,000. After this period, Prof. Burd will assess the success of such

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venture. If satisfactory, he would like to create a trust fund to keep the Gene Burd Communication Technology Division Research Award on a permanent basis.

## 5. -12. RESEARCH ACTIVITY

Parts 5 through 8 apply ONLY to refereed research competitions. Research for the annual conference was supervised by Amanda Sturgill, Chair of Research and Paper Competition for the division. The following research information was reported for the annual conference.

5. Number of research paper submissions 122; number of acceptances 80; 65.6%. (overall research activity; please note the Research Committee guideline is a 50% acceptance rate).

6. Number of student research paper submissions 37; number of acceptances 23; 62.1%. (research activity with students; please note the Research Committee guideline is a 50% acceptance rate).

7. Overview of judging process (forms used, please attach).

As in previous years, the same pool of judges used identical criteria to assess both the student and the faculty papers. The student and faculty categories were separated only for the purpose of selecting the top student papers and the top faculty papers and otherwise competed on equal footing. Judges used the following scale.

### Criteria

#### Clarity of purpose

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

#### Literature review

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

#### Clarity of research method

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

#### Appropriateness of research method

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

#### Evidence relates to purpose of paper

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

#### Evidence is presented clearly

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

#### Evidence supports conclusions

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

#### Writing and organization

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

#### Relevance of focus of Division

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1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

## Significant contribution to field

1=Poor 2=Marginal 3=Good 4=Very Good 5=Excellent

Comments to the division:

Comments to the author:

Reviewer recommendation: Accept Reject Not Applicable

8. Total # of judges 103; # 4 papers per judge (please note the Research Committee guideline is no more than 4 papers per judge).

9. Did your group conduct any other type of refereed competition? (Could be creative projects, teaching papers or any other non-traditional method of inquiry.)

Each year, the CTEC division co-sponsors a “Best of the Web” competition with the Visual Communication Division (see <http://www.aejmc.net/bestofweb/>). The two divisions alternate as “lead division” in conducting the competition, during which judges review submitted Web site entries that promote education and scholarship in journalism and mass communication. This year, CTEC was the “lead” division in conducting the competition. As a teaching-related competition, the “Best of the Web” competition is also discussed in the teaching section of this report. This year’s categories were divided into two types of projects with a total of four categories.

## JOURNALISM PROJECTS

News, mass communication or mass communication education sites that contain documentary or news content.

Category 1: Individual Journalism Project

Entirely created by one person, either a grad student or faculty member.

Category 2: Team Journalism Project

Created by a team supervised by a grad student or faculty member.

## INNOVATION PROJECTS

Entries in this category should use new media in an innovative way to fill a new function or provide a new utility not necessarily related to journalism. Commercial sites are excluded.

Category 3: Individual Innovation Project Entirely created by one person, either a grad student or faculty member.

Category 4: Team Innovation Project Created by a team supervised by a grad student or faculty member.

The 2011 “Best of the Web” Winners were:

### Individual Journalism:

1st: The Unseen O.C. (University of Southern California, submitted by Marc Cooper, content by Tara Graham)

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## **Team Innovation:**

1st: Syracuse Diners (Syracuse University, submitted by Seth Gitner)

2nd: Powering a Nation (University of North Carolina at Chapel Hill, submitted by Luca Semprini)

3rd: Living Stories (Northwestern University, submitted by Jeremy Gilbert)

## **Team Journalism:**

1st: My Story, My Goal (University of Miami, submitted by Rich Beckman )

2nd: WorldJournalism.net (Syracuse University, submitted by Steve Masiclat)

3rd: CampusCrime.net (University of Illinois, submitted by Eric Meyer)

Honorable Mention: Chesapeake: Bay on the Brink (University of Maryland, submitted by Leslie Walker)

*Briefly explain the competition and the selection process.*

The contest website lists the following rules for entering at <http://www.aejmc.net/bestofweb/>.

The ONLY qualified entrants for this competition are faculty and graduate students who (a) work for or attend an institution that is accredited by ACEJMC, or (b) are current (paid) individual members of AEJMC. University and college staff employees may NOT enter. Undergraduate students may NOT enter.

The entrant must be the person who designed and primarily built the site. (This is a Web design competition, not a teaching competition.) For a larger publication site with many contributors (e.g. a student magazine), the entrant may be the supervising faculty member if the entrant contributed significantly to the design and production of the site.

## Sites

All sites entered must advance education or research in journalism or mass communication. Sites unrelated to this field are NOT accepted. Sites must fit into one of the given categories. The entrant must choose the best category for the site submitted. A site may be submitted only once per year and in only ONE category. An entrant may enter more than one site in a single year. Sites that do not fit the criteria will be eliminated from the competition by the director.

## Presentation

Winning sites will be presented at the AEJMC annual convention in August. If the entrant of a Web site selected for an award cannot be present at the convention, that person must make arrangements for the site to be presented there. Travel expenses are NOT paid. AEJMC membership is required for anyone attending the convention.

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10. Please list your in convention activities related to research.

## I. RESEARCH PANEL SESSION:

### **The Impact of Digital Media on Political and Civic Engagement: Do Digital Media Matter?**

Moderating/Presiding: Jason Martin, DePaul University

Panelists: Jacob Groshek, Erasmus  
Ben Detenber, Nanyang Technological University, Singapore  
Dhavan Shah, Wisconsin, Madison  
Homero Gil de Zúñiga, Texas at Austin

Date: August 10, 2011

Time: 1:30 pm

Primary sponsor: Pol Comm

Secondary sponsor: CTEC

## II. REFEREED RESEARCH SESSION (HIGH DENSITY)

Primary Sponsor: CTEC

Session Title: Thoughts, Words, and Actions in Networked Relationships

Chair 1: Mitzi Lewis (Midwestern State University)

1. News Feed Indeed: Social media, Journalism and the Mass Self-Communicator, \*Sue Robinson, University of Wisconsin-Madison
2. Affect, Cognition and Reward: Predictors of Privacy Protection Online, \*Yong Jin Park, Howard University; \*scott campbell; \*Nojin Kwak, University of Michigan Ann Arbor
3. Are You Following Me? A Content Analysis of TV Networks' Corporate Messages on Twitter, \*Jih-Syuan Lin, The University of Texas at Austin; \*Jorge Peña
4. Building Frames Link by Link: The Linking Practices of Blogs and News Sites, \*Mark Coddington, University of Texas-Austin
5. Color and cognition: The influence of Web page colors on cognitive inputs,\*Robert Magee, Virginia Tech

Discussant 1: Jae-Hwa Shin

6. Consumer Motivations and the Use of QR Codes, \*Jennifer Seefeld, University of Nebraska - Lincoln; \*Meghan Collins, University of Nebraska - Lincoln
7. Coproduction or Cohabitation? Gatekeeping, Workplace, and Mutual Shaping Effects of Anonymous Online Comment Technology in the Newsroom, \*Carolyn Nielsen, Western Washington University
8. Country Reputation in the Age of Networks: An Empirical Analysis of Online Social Relations and Information Use, \*Hyunjin Seo, University of Kansas
9. Crude comments and concern: Online incivility's effect on risk perceptions of emerging technologies, \*Peter Ladwig; \*Ashley Anderson, University of Wisconsin-Madison

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10. Deciphering Blog Users: Personalities, Motivations, and Perceived Importance of Blog Features, \*Szu-Wei Chen, University of Missouri-Columbia; \*Elizabeth Behm-Morawitz

Discussant 2: Ralph Berenger

### III. REFEREED RESEARCH SESSION (HIGH DENSITY)

Primary Sponsor: CTEC

Session Title: Adoption and Impacts: Online and 3D Technologies

Chair: Bartosz Wojdyski (University of North Carolina)

1. Determinants of Intention to Use Smartphones: Testing the Moderating Role of Need for Cognition, \*Hichang Cho; \*Byungho Park
2. Does Negative News Have Positive Effects? The Influence of Blog Posts and Comments on Credibility, \*Elizabeth Bates, Baylor University
3. Examining the relationships of smartphone ownership to use of both legacy and new media outlets for news, \*Clyde Bentley, University of Missouri; \*Kenneth Fleming, University of Missouri-Columbia
4. Exploring the Immersion Effect of 3DTV in a Learning Context, \*Dong-Hee Shin, Sungkyunkwan University; \*Tae-Yang Kim
5. Exploring the Motivations of Online Social Network Use in Taiwan, \*Saleem Alhabash; \*Hyojung Park, University of Missouri, School of Journalism; \*Anastasia Kononova, American University of Kuwait; \*Yihuan Chiang; \*Kevin Wise, University of Missouri, School of Journalism

Discussant 3: Debashis Aikat

6. Factors Influencing Intention to Upload Content on Wikipedia in South Korea: The Effects of Social Norms and Individual Differences, \*Naewon Kang, Dankook University, Korea; \*Namkee Park, University of Oklahoma; \*Hyun Sook Oh, Pyeongtaek University
7. Followers, Friends, and Fame: Political Structural Influence on Candidate Twitter Networks, \*Ming Wang, University of Wisconsin-Madison; \*Alexander Hanna; \*Ben Sayre; \*JungHwan Yang, University of Wisconsin-Madison; \*Michael Mirer; \*Young Mie Kim, University of Wisconsin-Madison; \*Dhavan Shah
8. From Stereoscopy to 3D HD Image: A Review of 3D HDTV Diffusion from the Perspective of Technology Adoption, \*Xu Song
9. Gift Economy: Contributors of Functional Online Collaborations, \*Yoshikazu Suzuki, University of Minnesota Twin Cities
10. Go to the People: A Historical Case Study & Policy Analysis Of Massachusetts and Open Standard Document Formats, \*Andrew Kennis

Discussant 4: Tatyana Dumova

### IV. REFEREED RESEARCH SESSION (Poster)

Primary Sponsor: CTEC

Co-sponsor(s) alphabetically: COMMshare, CT&M, ICD



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Session Title: Digital Media in Politics, Health and Work

Chair: None (poster)

1. Great Expectations: Predicted iPad adoption by college students, \*Steven Collins; \*Tim Brown
2. Having a Blog in this Fight: Testing Competing Models of Selective Exposure to Political Blogs, \*Tom Johnson, University of Texas; \*Weiwu Zhang, Texas Tech University
3. Hostile Media Perceptions: Coloring the (New) Media Red or Blue, \*Ammina Kothari, School of Journalism - Indiana University; \*Seong Choul Hong, Indiana University; \*Shuo Tang; \*Lars Willnat
4. How the Smartphone Is Changing College Student Mobile Usage and Advertising Acceptance: A Seven-Year Analysis, \*Michael Hanley, Ball State University

Discussant 5: Itai Himelboim

5. Incidental Exposure to Online News: An Insight from the Pew Internet Project Introduction, \*Borchuluun Yadamsuren; \*Sanda Erdelez; \*Joonghwa Lee, University of Missouri; \*Esther Thorson, University of Missouri
6. Issue Information and Technological Choice in a Senate Election Campaign: News, Social Media, Candidate Communications, and Voter Learning, \*Jason A. Martin, Indiana University School of Journalism
7. Live Tweeting At Work: The Use of Social Media in Public Diplomacy, \*Juyan Zhang, University of Texas at San Antonio; \*Shahira Fahmy, University of Arizona
8. Look At Me Now: The Need To Belong And Facebook Use, \*Stephen Prince, Brigham Young University; \*Adam Anderson; \*Sarah Connors

Discussant 6: Porismita Borah

9. Measuring, Classifying and Predicting Prosumption Behavior in Social Media, \*Louisa Ha, Bowling Green State University; \*Gi Woong Yun, Bowling Green State University
10. Mobile News Adoption among Young Adults: Examining the Roles of Perceptions, News Consumption, and Media Usage, \*Sylvia Chan-Olmsted; \*Hyejoon Rim, University of Florida; \*Amy Zerba
11. Motivational Influences of Linking: Factors guiding behaviors on Facebook, \*Kanghui Baek, University of Texas at Austin; \*Avery Holton, University of Texas-Austin; \*Dustin Harp, University of Texas School of Journalism; \*Carolyn Yaschur, University of Texas at Austin
12. Motivations and Usage Patterns of Online News: Use of Digital Media Technologies and Its Political Implications, \*Shin Haeng Lee, University of Washington - Seattle; \*ChangHee Choi, School of Journalism, Indiana University at Bloomington

Discussant 7: Jessica Smith

13. Motivations for and Consequences of Participating in Online Research Communities, \*Juyoung Bang, Samsung Electronics; \*Seounmi Youn, Emerson College; \*James Rowan, Emerson College; \*Michael Jennings, Communispace Corporation; \*Manila Austin, Communispace Corporation
14. Multitasking across borders: Media multitasking behaviors in the U.S., Russia, and Kuwait, \*Anastasia Kononova, American University of Kuwait; \*Saleem Alhabash; \*Zasorina Tatyana; \*Diveeva Natalia; \*Kokoeva Anastasia; \*Anastasia Chelokyan
15. My Students will Facebook me but Won't Keep up with my Online Course, \*Francine Edwards, Delaware State University
16. Narcissism, Communication Anxiety, Gratifications-sought on SNS Use and Social Capital among College Students in China, \*pei zheng; \*Hongzhe wang

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Discussant 8: Amanda Sturgill

17. New Media in Social Relations: The Cell Phone Use among College Students in Building and Maintaining Friendships, \*Ivy Shen, University of Oklahoma
18. New TV Resistance: Barriers to Implementation of IPTV in the Living Room, \*Duen Ruey Liu, Shih Hsin University; \*Yihuan Chiang, Shih Hsin University; \*Niann Chung Tsai, Shih Hsin University
19. A Winner Takes All? Examining Relative Importance of Motives and Network Effects in Social Networking Site Use, \*Mijung Kim; \*Jiyoung Cha, University of North Texas
20. Online users' news consumption practices and technological tools, \*Shin Haeng Lee, University of Washington - Seattle

Discussant 9: Richard Schaefer

### V. REFEREED RESEARCH SESSION (Poster/S2S)

Primary Sponsor: CTEC

Session Title: Exploring Games, Gamers, and Gaming across Contexts

Chair: None (poster)

1. An Exploration of Motives in Mobile Gaming: A Uses and Gratifications Approach., \*Lakshmi N Tirumala, Texas Tech University; \*Weiwu Zhang, Texas Tech University; \*Anthony Galvez
2. Body by Xbox: The Effects of Video Game Character Body Type on Young Women's Body Satisfaction and Video Game Enjoyment, \*Vincent Cicchirillo, University of Texas at Austin; \*Osei Appiah, The Ohio State University; \*Whitney Walther, The Ohio State University; \*Christopher Brown, The Ohio State University; \*Kristen Carter, The Ohio State University
3. Explicating Use of ICTs in Health Contexts: Entry, Exposure, and Engagement, \*Dhavan Shah; \*Kang Namkoong, University of Wisconsin - Madison; \*Tae Joon Moon; \*Ming-Yuan Chih, University of Wisconsin - Madison; \*Jeong Yeob Han, University of Georgia

Discussant 10: Jimmy Ivory

4. Hiding or Priding? A Study of Gender, Race, and Gamer Status and Context on Avatar Selection, \*Robert Dunn, East Tennessee State University; \*Rosanna Guadagno, University of Alabama
5. Reciprocity in social network games and generation of social capital, \*Donghee Yvette Wohn, Michigan State University
6. Why Do People Play Social Network Games?, \*Dong-Hee Shin, Sungkyunkwan University; \*Tae-Yang Kim

Discussant 11: Marcus Messner

### VI. REFEREED RESEARCH SESSION (Best Student Papers Panel)

Primary Sponsor: CTEC

Session Title: Love, Links, and Money: Top CTEC Student Papers

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Chair: Jacob Groshek, Erasmus University Rotterdam

1. For Love or Money?: The Role of Non-Profits in Preserving Serious Journalism, Emily Donahue Brown, University of Texas at Austin

Discussant: John Russial, University of Oregon

2. Linked World: Applying Network Theory to Micro-Blogging in China, Fangfang Gao, University of Florida

Discussant: Steven Dick, Picard Center for Child Development and Lifelong Learning

3. Consumer's purchase power and ICT diffusion: Theoretical framework and cross-national empirical study, Xiaoqun Zhang, Bowling Green State University

Discussant: Debbie Treise, University of Florida

## VII. REFEREED RESEARCH SESSION (Poster)

Primary Sponsor: CTEC

Co-sponsor(s) alphabetically: ICD, PoliComm

Session Title: Social Networks, Social Media, Social Worlds

Chair: None (Poster Session)

1. Opting Into Information Flows: Partial Information Control on Facebook, \*Leticia Bode
2. Perceived Credibility of Mainstream Newspapers and Facebook, \*Andrew Nynka, University of Maryland; \*Raymond McCaffrey, University of Maryland
3. Play global, cover local: News media, political actors and other Twitter users in the 2010 US Elections, \*Itai Himelboim, University of Georgia, Telecommunications; \*Hansen Derek, College of Information Studies/University of Maryland; \*Anne Bowser
4. Red-Hot and Ice-Cold Web Ads: The Influence of Warm and Cool Colors in Web Advertising on Click-Through Rates, \*Kimberly Sokolik, Virginia Tech; \*James D. Ivory, Virginia Tech

Discussant 15: Carmen Stavrositu

5. Seeking Environmental Risk Information Online: Examining North Carolina's Urban-Rural Divide, \*Laurie Phillips; \*Robert McKeever, UNC Chapel Hill; \*Daniel Riffe, University of North Carolina, Chapel Hill; \*Kelly Davis, UNC School of Journalism and Mass Communication
6. Social Network Sites Use, Mobile Personal Talk and Social Capital, \*wenjing xie, Southern Illinois University Carbondale
7. Social Networking in Higher Education: A Collaboration Tool for Project-Based Learning, \*Amy DeVault, Wichita State University; \*Lisa Parcell, Wichita State University
8. Technological Constructions of Reality: An Ontological Perspective, \*Cindy Vincent, University of Oklahoma

Discussant 16: Sue Robinson

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9. The Anonymous Chatter: Testing the Effects of Social Anonymity and the Spiral of Silence, \*Madeleine Sim; \*Jamie Lee; \*Kristle Kwok; \*Ee Ling Cha; \*Shirley S. Ho
10. The Bottom Line: The Negative Influences of Technology on the Good Work and Ethics of Journalism, \*Ian Storey, Colorado State University
11. The Differing Effects of Communication Mediation on Social-Network Site and Online Political Participation, \*Timothy Macafee; \*Matthew Barnidge, Hernando Rojas, University of Wisconsin - Madison
12. The Roles of Descriptive Norms and Communication Frequency in Forming Information Communication Technology Adoption Intention, \*Yi Mou, University of Connecticut; \*Hanlong Fu

Discussant 17: Robert Magee

13. The effect of emotional attachment to mobile phone on usage behavior: Meditation effect of deficient self-regulation and habit, \*Mijung Kim
14. The Effects of LCD Panel Type on Psychology of Video Game Players and Movie Viewers, \*Ki Joon Kim; \*S. Shyam Sundar
15. The emerging network paradigm in computer-mediated communication: A structure analysis of scholarly collaboration network, \*Aimei Yang
16. The Factors Affecting the Adoption of Smart TV, \*Dong-Hee Shin, Sungkyunkwan University; \*Tae-Yang Kim

Discussant 18: Mike Abrams

17. The hyperlinked world: A look at how the interactions of news frames and hyperlinks influence news credibility and willingness to seek information, \*porismita borah, Maryville University
18. The Real You?: Visual Cues and Comment Congruence on Facebook Profiles, \*Seoyeon Hong, University of Missouri; \*Edson Jr. Tandoc, University of Missouri-Columbia; \*Eunjin (Anna) Kim, University of Missouri; \*Bo Kyung Kim, University of Missouri, Missouri Journalism School; \*Kevin Wise, University of Missouri, School of Journalism
19. The role of third-person effects in the context of Facebook: Examining differences in perceived consumption and impact between self and others, \*Mina Tsay, Boston University
20. Use of Social Networking Sites: An Exploratory Study of Indian Teenagers, \*Peddiboyina vijaya lakshmi, Sri Padmavati Women's University

Discussant 19: Yong Jin Park

21. Walled Gardens?: Social Media and Political Disaffection among College Students in the 2008 Election, \*Masahiro Yamamoto, Washington State University; \*Matthew Kushin, Utah Valley University
22. When Do Online Shoppers Appreciate Security Enhancement Efforts? Effects of Financial Risk and Security Level on Evaluations of Customer Authentication, \*Jong-Eun Roselyn Lee, Hope College; \*Shailandra Rao, CafeBots; \*Clifford Nass
23. When Ordinary Citizens Produce Media Content: A Comparative Analysis of Most Popular and Random YouTube Videos, \*Eunseong Kim, Eastern Illinois University; \*Liz Viall, Eastern Illinois University
24. Who are the heavy users of Social Network Sites among College Students? A Study of Social Network Sites and College Students, \*Ling Fang, Bowling Green State University; \*Louisa Ha, Bowling Green State University

Discussant 20: Homero Gil de Zuniga

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25. Will Communication Journals Go Online? An Analysis of Journal Publishing Formats and Impact Factors, \*Nur Uysal, University of Oklahoma; \*Joe Foote, University of Oklahoma; \*Jody Bales Foote
26. Will the Revolution be Tweeted or Facebooked? Using Digital Communication Tools in Immigrant Activism, \*Summer Harlow, University of Texas-Austin; \*Lei Guo, University of Texas at Austin
27. With a Little Help from My Friends: Motivations and Patterns in Social Media Use and Their Influence on Perceptions of Teaching Possibilities, \*Miglena Sternadori, University of South Dakota; \*Jeremy Littau, Lehigh University

Discussant 21: Tim Meyer

### VIII. REFEREED RESEARCH SESSION (Top Faculty Papers Panel)

Primary Sponsor: CTEC

Session Title: The Personal and Professional Intersections of Social Technologies: Top Faculty Papers

Chair: Homero Gil de Zuniga, UT-Austin

1. Understanding the “Friend-Rich”: The Effects of Self-Esteem and Self-Consciousness on Number of Facebook Friends  
Jong-Eun Roselyn Lee, Eun-A (Mickey) Park, & Sung Gwan Park
2. A Lesson Before Dying: Embracing Innovations for Community Engagement as a Survival Strategy for Media in Crisis.  
Samuel Mwangi; *Kansas State University*
3. Social Media Policies for Professional Communicators  
Daxton Stewart; *Texas Christian University*
4. A Little World in My Hand —The Use of Smartphones Among Low Income Minority Women  
Xun Liu & Ying Zhang

Discussant 22: Tom Johnson

11. Please list your out-of-conference activities related to research.

The annual Mid-Winter Conference was held March 4-5 at The University of Oklahoma. The following represents the demographic data on the judging supervised by Carmen Stavrositu, Midwinter Conference Coordinator.

Number of research paper submissions 20; number of acceptances 17; 85%. (overall research activity; please note the Research Committee guideline is a 50% acceptance rate).

Number of student research paper submissions: 14; number of acceptances 12; 85.0%.

Overview of judging process (forms used): The CTEC judges for the Midwinter Conference used the following scale to review the submitted abstracts.

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On a scale of 1 to 10, with 1 indicating “Very Weak” and 10 indicating “Very Strong,” please rate the abstract for its overall quality (embolden or underline):

1      2      3      4      5      6      7      8      9      10

Recommendation (embolden or underline):

Accept      Reject

Comments to the author (1 or 2 paragraphs):

Total # of judges 6; # 6-7 papers per judge (please note the Research Committee guideline is no more than 4 papers per judge).

The papers and presentations accepted for the CTEC Division in the conference are listed below.

### **Communication Technology Division Paper session 1: Theoretical Implications of New Media Technology** **Moderator/Discussant:** Carmen Stavrositu, University of Colorado at Colorado Springs

- *New Media Usage Among College Students: A Study Of How College Students Use The Cell Phone To Make New Friends*, Ivy Shen, University of Oklahoma
- *The Texting Generation: Decision-making, Context and Digital Media Use Beyond Uses and Gratifications*, A.J. “Alex” Avila, University of Texas at Austin
- *“Mobile Internet” vs. computer Internet: Measuring the underlying motivational factors of mobile Internet usage behavior*, Jong-hwan Baek, Sookyong Kim, Karen Smreker, Hsin-yi Sandy Tsai, Michigan State University
- *How Does Virtual Reality Increase Communication Self-efficacy? Explicating User Perceptions of Virtual Reality*, Jinhyon Kwon, University of Florida

### **Communication Technology Division Paper session 2: New Media in Organizational Settings** **Moderator/Discussant:** Julie Jones, University of Oklahoma

- **Top paper:** *The Effects of Twitter on Perceptions of Organization-Public Relationship Building: An Exploratory Study*, Adam J. Saffer, University of Colorado at Colorado Springs
- *An Exploration of Sense of Community on Organizational Intranets: The Case of SWALife at Southwest Airlines*, Nur Uysal, University of Oklahoma
- *Smartphone Versus Feature Phone Usage and Advertising Acceptance Among College Students: A Seven-Year Analysis*, Michael Hanley, Ball State University
- *Consumer Motivations and the Use of QR Codes*, Jennifer Seefeld, Meghan Collins and Sarah Armstrong, University of Nebraska– Lincoln
- *Social Networking Sites: Taking Care of Business*, Kristi Gilmore and Emily Dolan, Syracuse University

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### Communication Technology Division Paper session 3: Technology in Education

**Moderator/Discussant:** Stephanie Blake, University of Colorado at Colorado Springs

- *Will Communication Journals Go Online? An Analysis of Journal Publishing Formats and Impact Factors*, Joe S. Foote, Jody Bales, and Nur Uysal, University of Oklahoma
- *Technology or Self-Efficacy? Structural Predictors for High-School Journalism Educators' Job Satisfaction and Burnout*, Gretchen B. Sparling and Koji Fuse, University of North Texas
- *Learning at your fingertips: The impact of the Apple iPad and technology on student learning*, Bobbi Kay Lewis, Oklahoma State University
- *The emerging network paradigm in computer-mediated communication: A structure analysis of scholarly collaboration network*, Aimei Yang, University of Oklahoma

### Communication Technology Division Paper session 4: Social Media & Social Change

**Moderator/Discussant:** Bobbi Kay Lewis, Oklahoma State University

- *Will the Revolution be Twittered or Facebooked? A Study of Incorporating New Digital Tools into Immigrant Activism*, Summer Harlow and Lei Guo, University of Texas at Austin
- *The Role of Social Media in Promoting Pro-environmental Behavior Change*, Kanni Huang, Michigan State University
- *ChatCoder 2.0: Toward Labelling and Categorizing Online Sexual Offenders*, Lynne Edwards and April Kontostathis, Ursinus College
- *Getting to Know MySpace: The effects of self-esteem and self-presentation on MySpace profiles of older users*, Kris Boyle – Creighton University, Thomas J. Johnson – University of Texas at Austin and Catherine Team – Texas Tech University

12. Please describe briefly the research goals and activities of your group. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

The CTEC division has a primary goal of fostering high-quality research dealing with communication technology. The division accomplishes this goal both in the form of convention presentations and in other formats. The number of annual convention paper submissions received by CTEC has decreased this year, but we still regard it as a mark of a strong performance by our division in promoting quality research in the area. Submissions have been consistently over 100 papers for the past eight years. We also devote one research session to the top faculty papers in the competition. The winners are recognized by notation in the program, by the presentation of a certificate and a small cash award at the annual business meeting.

In addition, each year CTEC collaborates with the Graduate Education Interest Group to reward exemplary graduate student research in communication technology with the special Jung-Sook Lee top student papers session. This session is specially tailored to provide a senior scholar as a discussant for each of the student papers. The goal is to provide a helpful research presentation venue for research in communication technology for the present and future. Winning student papers are acknowledged in the program and the winners receive recognition and awards at the annual business meeting.

Given the lower volume of paper submissions this year, we have been able to reach an unusually high acceptance rate for the annual conference, but we believe this is a justified decision and one that is balanced out by the acceptance rates for research-related programming in past and future years.

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Another forum for research is our continued participation in a leading role with the annual Midwinter Convention. Again this year, we provide a higher than usual acceptance in order to encourage research activities in the division's field. In addition, the division leadership has drafted a prospectus for a division research journal that will be further discussed at business meeting at the national convention.

### 13.-15. TEACHING ACTIVITY

*It is in the interests of the students we are training to be taught by faculty and led by administrators who have given thoughtful consideration to excellence in curricular matters, course content and teaching methods, and teaching performance. To this end, the Teaching Committee of AEJMC urges divisions and interest groups to include activities concerning curriculum, leadership, course content and teaching methods, and assessment.*

13. Please list your in-convention activities related to teaching. Describe how these activities fulfill one or more of the Teaching Committee's focus on curriculum, leadership, course content and teaching methods, or assessment.

As reported in (9) above, CTEC and Visual Communication co-sponsor a best of the web competition. As a teaching-related competition, the "Best of the Web" competition fulfills a pedagogical function by emphasizing educational sites as described below.

The two divisions alternate as "lead division" in conducting the competition, during which judges review submitted Web site entries that promote education and scholarship in journalism and mass communication. This year, CTEC was the "lead" division in conducting the competition. This year's categories were divided into two types of projects with a total of four categories.

### JOURNALISM PROJECTS

News, mass communication or mass communication education sites that contain documentary or news content.

#### Category 1: Individual Journalism Project

Entirely created by one person, either a grad student or faculty member.

#### Category 2: Team Journalism Project

Created by a team supervised by a grad student or faculty member.

### INNOVATION PROJECTS

Entries in this category should use new media in an innovative way to fill a new function or provide a new utility not necessarily related to journalism. Commercial sites are excluded.

#### Category 3: Individual Innovation Project

Entirely created by one person, either a grad student or faculty member.

#### Category 4: Team Innovation Project

Created by a team supervised by a grad student or faculty member.

This year, CTEC also sponsored two teaching panel sessions, detailed in the following section.



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## TEACHING PANEL SESSIONS:

### I. Blogs, Tweets and Steaming, Oh My: Technological State of Internship Assessments

Moderating/Presiding: Evonne H. Whitmore, Kent State

Panelists: Robert Andrew Dunn, East Tennessee State  
Lauren Reichart Smith, Auburn  
Kenny Smith, Samford  
Tony DeMars, Texas A&M, Commerce  
Michele Ewing, Kent State

Date: August 11, 2011

Time: 11:45 am to 1:15 pm

Primary Sponsor: Internship and Careers Interest Group

Co-Sponsor: Communication Technology Division

### II. Managing Media Work

Moderating/Presiding: Mark Deuze, Indiana/Leiden

Panelists: Jane Singer, Iowa  
Bozena Mierzejewska, editor, *International Journal of Media Management*  
Pablo Boczkowski, Northwestern

Date: August 13, 2011

Time: 8:15 am to 9:45 am

Primary Sponsor: Media Management and Economics

Co-Sponsor: Communication Technology Division

In addition, many of the papers and sessions detailed in the research section above relate directly to teaching. For example, Francine Edwards from Delaware State University is presenting a paper on “My Students will Facebook me but Won’t Keep up with my Online Course” and Amy DeVault and Lisa Parcell from Wichita State University are presenting on “Social Networking in Higher Education: A Collaboration Tool for Project-Based Learning.”

14. Please list your out-of-conference activities related to teaching. Describe how these activities fulfill one or more of the Teaching Committee’s focus on curriculum, leadership, course content and teaching methods, or assessment.

The division uses its newsletter to focus on teaching issues. Several articles (listed in 15) discussed pedagogical issues and teaching methods and tips.

15. Please describe briefly the Teaching goals and activities of your group. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

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The Summer 2010 newsletter included an article by Jim Benjamin, 2009-10 head, titled “Technology limits effectiveness of online learning for teachers, students.” Jessica Smith, 2010-11 teaching chair, contributed an article to the 2010 fall newsletter, titled “Assumptions about students no doubt shape their performance.” Smith also wrote an article in the 2011 spring newsletter, titled “Is Social Media a Constructive Tool In The Classroom?” Marcus Messner, 2010-11 head, wrote an article in the 2011 spring newsletter, titled “200 Students, Really?” Copies of the articles can be found in the Appendix.

Communication Technology Division members also used the listserv for teaching-related discussion.

Mass communication programs continue to feel pressure to prepare graduates to perform in technical fields. The Communication Technology division aims to serve as a resource and a place to discuss issues of technology in the classroom, the evolving technology relevant to our field, and strategies for staying up-to-date in this field.

### 16.-18. PF&R ACTIVITY

*Each year the PF&R Committee expects some programming both during the convention and between conventions in at least three of the five PF&R areas to meet minimal expectation. Over a period of a few years, divisions and interest groups should have activities in all five areas. A few activities of high quality are preferred and evidence that helps assess quality is helpful.*

*It is important to fully explain the division or interest group’s role in organizing a session or panel. Suggested notations: division planned, division was primary or secondary sponsor, division sent out a special paper call on the topic, division provided names for panelists, etc.*

16. Please list your in-conference activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee’s focus on free expression, ethics, media criticism & accountability, racial, gender and cultural inclusiveness, or public service. Include a list of non-member invited conference speakers with names and affiliations.

This year the CTEC Division co-sponsored one PF & R panel sessions. The session is detailed in the following section.

### PF&R PANEL SESSIONS:

#### I. The Role of Citizen Journalists, Bloggers and Digital Media in the Political Campaign

Moderating/Presiding: Daniela Dimitrova, Iowa State

Panelists: Tom Johnson, Texas at Austin  
Dhavan Shah, Wisconsin, Madison  
Jacob Groshek, Erasmus  
Dana Loesch, Representative of BigJournalism.com  
Sean Soendker Nicholson, editor, FiredUpMissouri.com

Date: August 12, 2011

Time: 8:15 am to 9:45 am

Primary Sponsor: Civic and Citizen Journalism Interest Group

Co-Sponsor: Communication Technology Division

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In addition to the panel session, many of the papers and presentations listed in the Research Activity in section 10 address PF &R issues. For example, Carolyn Nielsen from Western Washington University presented her paper “Coproduction or Cohabitation? Gatekeeping, Workplace, and Mutual Shaping Effects of Anonymous Online Comment Technology in the Newsroom” and Emily Donahue Brown from the University of Texas presented her paper “For Love or Money?: The Role of Non-Profits in Preserving Serious Journalism.”

17. Please list your out-of-conference activities related to PF&R. Describe how these activities fulfill one or more of the PF&R Committee’s focus on free expression, ethics, media criticism & accountability racial, gender and cultural inclusiveness, or public service.

The division uses its newsletter to address PF & R issues related to communication technology.

In the spring 2011 issue, CTEC’s PF & R Chair Amanda Sturgill wrote an article, titled “PF & R Issues Addressed by AEJMC Leadership.”

18. Please describe briefly PF&R goals and activities of your group. Such description may include discussion of primary accomplishments, programming diversity, special competitions, faculty/student research awards, newsletter activities and other activities.

The development of technology and its continuous integration into all facets of human activity underscore the relevance of considering issues of professional freedom and responsibility by members of CTEC and others in the communication profession. There are four goals for next year: (1) encourage officers and members to post to the AEJMC forum more frequently; (2) to aggressively pursue the idea of a division-sponsored or division-affiliated journal that would provide more space for publication on these issues at the intersection of PF&R and Technology; (3) increase the number of PF&R panels at the national conference; (4) increase the number of newsletter articles related to PF&R.

### 19. NEWSLETTER COPIES

The Summer 2012, Fall 2012, and Spring 2013 CTEC newsletters are available online at <http://aejmcctec.com/documents/newsletters/>.

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## **APPENDIX**