Association for Education in
Journalism and Mass Communication

CTEC

Communication Technology Division

Newsletter

Summer 2015

CTEC needs a few good people

Before we get to the big items that CTEC accomplished this year, we will have elections for officers to lead the division next year.

Typically, some positions move up, with Vice Head becoming head, Research Chair becoming Vice Head and Midwinter Chair becoming Research Chair. But that means that we have several areas where you can get more involved with the division. Why would you want to do this? There are a couple of reasons. First and foremost is the company. CTEC officers are some of the finest colleagues I have had the pleasure of working with, and it is great to get to know faculty at other institutions.

Second is the career benefit. People who get involved with the AEJMC divisions and interest groups have a natural opportunity to work with colleagues at all levels of their careers at many different types of schools. At some universities, service to your national organization is a boost in an of itself for a P&T application. At others, external letters from others successful in the field is required, and division service is a great way to get to know people. If you are a graduate student, knowing people at a variety of institutions can broaden your field of recommenders for that first job.

Here are this year's open positions:
Midwinter chair/research co-chair: Runs the paper competition for the annual midwinter conference. This is a smaller, simpler version of the paper competition for the annual conference. Submitters send abstracts and you coordinate review and selection, putting panels together and acting as liaison with the on-site host. This position enters a pathway in which you would be division head in 4 years.

Teaching committee chair: Coordinates teaching activities for the division including newsletter articles, posts to division social media, panel proposals for the annual meeting. Works with CCJA and Scholastic on the logistics of the Great Ideas for Teachers (GIFT) competition.

PF&R committee chair: Coordinates professional freedom and responsibility activities for the division including newsletter articles, posts to division social media, panel proposals for the annual meeting. Works with the AEJMC head when there are AEJMC statements on PF&R issues.

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Membership chair: Makes contact with all paper presenters who are not CTEC members to encourage them to join. Represents CTEC at new member events (if any) and comes up with other strategies to encourage a diverse and large CTEC membership.

Newsletter editor: Solicits and edits articles from officers and members and lays them out into a newsletter for the division web site. Newsletters are wanted three times a year.

Webmaster: Maintains CTEC division web site.

Social media chair: Maintains CTEC Facebook and Twitter accounts, encourages and, if needed, moderates participation.

Sounds great, right? If you want more information or want to run for any of these offices, please either let me (asturgill@elon.edu) or Vice Head Bart (bartw@uga.edu) know.

Looking back at the last 5 years

AEJMC requires that every division and interest group be evaluated by the association every 5 years. The assessment, which includes representatives from the teaching, PF&R and research committees as well as the council of divisions, evaluates how well the division is doing in advancing the values of AEJMC. I'm glad to be able to say that I think CTEC is in a pretty strong position.

Research

Strengths:

- CTEC has quite a bit of research activity, both in and out of convention. We consistently have one of the highest numbers of paper submissions for the annual conference, participate at the maximum level in the midwinter and have research-related postings on social media. Thanks to the generosity of Gene Burd and our continuing ability to offer Jung-Sook Lee award, we put our money behind our emphasis on research.

- We have finally had a new Journal of Communication Technology approved that will provide another outlet for the growing body of quality communication technology research that needs a peer-reviewed, scholarly home.

Weakness:

- We have a real challenging in locating qualified reviewers, and this gets more difficult each year. CTEC is a secondary membership for many people, and perhaps they put their reviewing efforts in for their core area of interest.

Goals:

- We need to value our quality reviewers who faithfully help the division each year, often with reviewing being the only contact they have with CTEC.

- We urgently need to build our reviewer base.

Teaching

Strengths:
- We have had some very highly attended panels related to teaching.

- We recognize the products of quality teaching with our Best of Web series

- We co-sponsor teaching related content with several different divisions and interest groups such as CCJA and Council of Affiliates, which lets our members share their expertise in teaching with technology widely.

- This year, we began offering essential assistance in the Great Ideas for Teachers competition.

Weakness:

- We offer a lot of issue-focused content on teaching, but less in the way of specific resources (although GIFT is helping with this).

Goals

- Consider including teaching tool reviews as a part of social media or the newsletter

- Consider a pre-conference workshop on teaching tools

- Encourage more faculty at teaching-focused institutions to become involved with CTEC

PF&R

Strengths :

- We provide a substantial amount of programming in conference related to PF&R at the annual meeting

- We have some posting on our social media on PF&R related topics

- Thanks to the efforts of Vice Head Bart Wojdynski, we were able to get a PF&R-related panel in one of the extra, global-issue-related slots for the San Francisco meeting.

Weaknesses -

- PF&R requires, over 5 years, programming in
    1. Free Expression
    2. Ethics
    3. Media Criticism and Accountability
    4. Racial, Gender, and Cultural Inclusiveness
    5. Public Service

- Some of these are more obviously related to CTEC than others, and we have not been especially intentional in covering all of those areas adequately

Goals

- Engage PF&R more in our social media discussions

- Think creatively about how to engage all of the PF&R areas

I hope you will come to the business meeting ready to discuss the divisions successes and goals.

Amanda Sturgill is the head of CTEC and Associate Professor of Communications at Elon University.

Gene Burd Award Winners

The Gene Burd award is made possible through the generous support of Dr. Gene Burd of the University of Texas at Austin and honors the best faculty research presented in the Communication Technology Division for the year.

2012

Showing off Where I am? The Interplay of Personality Traits, Self-disclosure, and Motivation on Facebook Check-ins

Shaojung Sharon Wang, Institute of Communications Management, National Sun Yat-sen University, Taiwan

2013

Facebook Use and Political Participation

Gary Tang, Lap Fung The Chinese University of Hong Kong

2014

The Extended iSelf: The Impact of iPhone Separation on Cognition, Emotion, and Physiology During Cognitive Tasks

Russell Clayton and Glenn Leshner, Missouri

2015

Feeling Happy or Being Immersed? Advertising Effects of Game-Product Congruity in Different Game App Environments

Shaojung Sharon Wang; Hsuan-Yi Chou, National Sun Yat-sen University, Taiwan

Congratulations!

Great Ideas for Teaching and Tech Use

As the teaching chair for CTEC, one of my duties this year included helping with the Great Ideas For Teaching competition, which was brought back after a year's hiatus.

Since I cram as much technology use into my journalism classes as I can, I was excited to see how much I could borrow (with credit, of course) from the GIFT entries, and, more generally, how much my colleagues were incorporating technology use in innovative ways in their own classrooms.

In my casual examination, I used a pretty loose definition of technology, something along the lines of "I know it when I see it" that involved highlighted cells on an Excel spreadsheet. I looked for lessons conducted in mostly digital environments, social media use, coding, online blogging tools, data reporting skills – you get the idea.

For example, I didn't include the use of digital cameras (still or video), which, of course, rely greatly on technology to function correctly, but are now expected tools for basic reporting. I did include entries that incorporated things like the use of new video streaming tools.

Since technology is such a large part of our lives, and is certainly a large focus in my own teaching, I went into this examination expecting lots of "whiz bang" ideas to engage students and demystify tech.

Here's what I found:

- 59 total entries; 25 finalists
- 21 entries (36 percent of all) incorporated some sort of technology
- 11 of the tech-oriented entries were chosen as finalists (18.6 percent of all)
- Ten of the 21 (48 percent) used some kind of social media tools
- Six of the entries incorporating social media tools were chosen as finalists

The social media tool used most prominently was Twitter (seven of ten), but Facebook, and Instagram were present, as well. Some of the other tools used were Tumblr for blogging, Piktochart, Skype and Storify, which curates social media.

Only 18.6 percent of the winners were tech-oriented. Not exactly a slamdunk for technology-based entries or those that involved technology in a significant way. And many of the entries drew comments in my notes like "very traditional" and "nothing remarkable." Certainly, I lend only one perspective, and teaching the fundamentals of journalism and comm has to be a priority, but given the pervasiveness of technology in journalism and mass comm, I found myself asking how so many of our 'great teaching ideas' so commonly avoid its incorporation?

There were highlights, and many ideas worth adopting, including:

- *Jumpin' with Javascript – Adding Interactivity to Web Pages:* Cindy Royal from Texas State University outlined a series of exercises to teach students basic programming skills using JavaScript, which also adds a new level of interactivity to their Web projects.

- Streaming news: Two entries outlined uses of the smartphone apps Meerkat and Periscope to cover and stream live video of news events via Twitter. Nicole Kraft of Ohio State and Jeremy Littau from Lehigh authored *Reporting on the Move: Streaming News*, while Jeff South from Virginia Commonwealth submitted *Periscoping the News*.

- *Data Journalism: It's all in the Name:* Nick Geidner of the University of Tennessee explained how he introduces basic data reporting skills in an early reporting class by using the Social Security
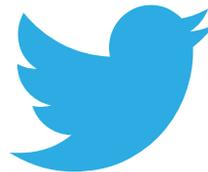
Administration's baby names dataset to examine the popularity of specific names, like Peyton, over time.

- *Extra, Extra, Tweet All About It:* Lisa Lyon Payne of Virginia Wesleyan College provided five ideas for incorporating Twitter into the tool kits of communication educators, including ways for students to verify news, teach them to rewrite run-on sentences and share relevant or interesting news with them.

- *Developing Drone-Enabled Journalism Students:* Catherine Strong and Grant Hannis from Massey University in New Zealand outlined how their students learn to "ethically use remote-controlled aerial cameras (drones) in news gathering." In the U.S., the FAA controls drone use for journalism or education use pretty tightly, but this was still interesting.

One of my favorite entries not selected by the judges was also from Kraft, who helped coordinate the GIFT competition entries. *Don't Fear the Tweeter* outlined how Twitter use is comprehensively incorporated into Ohio State's journalism classes, including as an attendance-taking tool, for assignments like "Pin the Tail on the Campus," where the students go to an assigned campus location and pitch story ideas about it via Twitter, and extra credit for live tweeting campus events.

The poster finalists should be published on the GIFT website (https://aejmcgift.wordpress.com/) sometime in July. If you're attending the convention in San Francisco, be sure to stop by the in-person poster presentations on Thurs., Aug. 6, at 10 a.m.

Susan Kirkman Zake is an Assistant Professor in the School of Journalism & Mass Communication at Kent State University.

Another Great Best of the Web Competition

I want to thank everyone in the division for another great Best of the Web competition this year. We received approximately 30 entries and will be giving out 11 awards at this year's conference in San Francisco. The quality of design and technological capability were phenomenal in both the web and app categories. We will be presenting the awards and showing the winning entries on Friday, August 7 and I hope to see a good turn out in support from our division!

What is Best of the Web?

The Best of the Web competition is an annual web and app design contest offered in collaboration between the Communication Technology and Visual Communication Divisions of the Association for Education in Journalism & Mass Communication (AEJMC). Web or app entries submitted to this competition must advance education or research in journalism and/or mass communication. The contest is open to faculty and students who work for or attend an institution that is accredited by AEJMC, or are current members of AEJMC.

The competition consists of four categories: Individual/Team/Single class designation for web and app, and Multiple class/Institution designation for web and app. Web and app design professionals and academics with a background in web and app design technology are responsible for judging the competition. Judging primarily focuses on the design, presentation and technological components of the project.

See you in San Francisco!

Cindy S. Vincent, Ph.D. is Assistant Professor of Communications at Salem State University. She is Salem State Faculty Fellow for Service-Learning and a Lambda Pi Eta Honor Society Advisor.