

Association for Education in Journalism and Mass Communication

CTEC

Communication Technology Division

Newsletter

Fall 2013

New Division Journal, New Membership Fees

Carmen Stavrositu

CTEC Division Head

In the past few years, our division has gained tremendous momentum, commanding the second largest number of paper submissions to the annual conference (second only to the Mass Communication & Society division). Concurrently, our membership has continued to increase, indicating sustained and vigorous interest in the areas of scholarship relevant to our division. This is all very exciting, indeed, however the absence of a division journal has become more and more conspicuous, as CTEC is now among a minority of AEJMC divisions that are not affiliated with a journal.

Former division Heads Marcus Messner, Homero Gil de Zúñiga, and Jacob Groshek have attempted to amend this, and have put a tremendous amount of energy into the

possibility of launching a CTEC journal since 2010. In the past year, our immediate past Head, Jacob Groshek, has given a big boost to these efforts and, it is with great pleasure that I share with you all that we are now very close to launching our very own scholarly journal.

As discussed and voted on at our last members' business meeting in Washington, D.C., Jacob will be tying loose ends in the coming months to finalize plans for our long-awaited division journal. The CTEC journal, *Journal of Communication Technology (JoCT)*, will be issued by Swiss publisher Lobrello and will be openly available online, at no cost. Freed from the demands of division leadership, Jacob Groshek has generously offered his time and expertise to become the first acting Editor of the journal, but we are still in need of a Co-Editor. For any nominations, including self-nominations, please e-mail me

(cstavros@uccs.edu) or Jacob (jgroshek@gmail.com).

Unfortunately, this also means increased membership dues for our division. During the business meeting, members present voted to increase membership dues to \$24 for regular members and \$8 for student members. This new fee structure will enable the division to cover the costs associated with running the journal, and will allow members to submit to the journal at no cost—there is a submission fee for being considered for the *Journal of Communication Technology* which, for CTEC members, will be covered by their membership dues. This necessary fee increase is in line with the going rates of other divisions affiliated with journals, and we hope that our members will welcome the added benefits coming with their memberships.

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Program planning changes this year

Amanda Sturgill

CTEC Vice Head

As of 2013, the annual Winter Chip Auction is dead. The chip auction was the way that the heads and vice heads for the divisions and interest groups planned the program for the conference the following summer. They would all fly to a city and in an intense 10 hours of networking and negotiating, would bid for slots in the program in a rotation.

The group of all heads and vice heads, the council of divisions, voted to get rid of the chip auction this year because it was quite expensive to send people there (it cost CTEC \$800/year, for example), and hit at the worst time of the semester - the first weekend in December. For some groups (including ours!), the timing and distance were impossible, because some of the leadership lived internationally or in Hawaii, making it impossible to come.

All that to say, things will be different this year.

We still take panel proposals from the members, and CTEC got some great ones this year. The programming is being done by proxy at AEJMC headquarters. Vice heads are negotiating the co-sponsorships, and then giving the proxies a list in order of what they want. Turns are assigned, and then program slots are taken in order. For larger groups like we are, this means you can expect the CTEC events to be scattered throughout the program a bit more, as we don't have as much control.

This is the first year this is being tried, and we will see what the final program looks like when we are done.

Amanda Sturgill is an associate professor at Elon University. She can be reached at asturgill@elon.edu.

AEJMC Midwinter Conference 2014

February 28 - March 1, 2014

Gaylord College of Journalism and Mass Communication
University of Oklahoma

General Call for Paper Abstracts and Panel Proposals <http://aejmcctec.com/midwinter/>

The AEJMC Midwinter Conference is an annual forum for the presentation of research and debate in areas relevant to the 10 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 February 28-March 1, 2014 at the Gaylord College of Journalism and Mass Communication (University of Oklahoma) in Norman, Oklahoma. 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).

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Greetings from Your Research Chair

Bart Wojdyski
Research Chair

The fall is always a great time of year along the AEJMC calendar. It's a time for generating new research ideas, fostering new collaborations, and collecting new data, in addition to revising this year's papers for journal submission.

[Aside: Also, the fall is a lovely time for recruiting our wonderful reviewers! Please drop me a line at bartw@uga.edu if you would be willing to review for us this year.]

It's also a good time for thinking about big questions that underlie our research streams and processes, as we design new studies and revise old ones.

Much of our members' and presenters' research is focused on Web-based content, and in recent years, on social media specifically. A look at some of papers from this year's meeting reveals continued interest in understanding the utilities and gratifications that digital media forms provide, the processes underlying the influence of mass and interpersonal sources on persuasion through these channels, and the influence of the situations, timing, and physical space in which users consume media on the effects of that consumption.

Regardless of whether we look at these questions through a quantitative or qualitative lens, or whether we try to answer them via interviews, experiments, or surveys, how we measure, approximate, or categorize exposure to digital media is a key issue that shapes our understanding of their uses and effects.

While measuring exposure to specific types of content on the Web is not a new problem, the very rapid rate at which consumption is shifting to mobile devices and the diversity of these devices and operating systems raises additional challenges.

In lab-based experiment settings, exposure on desktop and laptop computers can be tracked with relatively little obstruction, either on the client side through programs like MediaLab or on the server side through some simple programming. Although both of these solutions can have difficulty accurately tracking exposure to pages with dynamic content, including certain plug-ins and widgets that refresh at their own rates, they are otherwise good at creating time stamps for page loads. In a recent *Communication Methods & Measures* piece, Matthias Hastall and Silvia Knobloch-Westerwick describe such an approach, combining server-side clickstream data with immediate online questionnaire approaches.

Additional problems introduced by this method come into when the research calls for a more granular examination of content than the page level. Much desktop and laptop exposure to content on various social media Web sites happens on a single page containing a news feed which loads dynamic data as more data becomes available and as the user reaches the end of the loaded content.

Examining exposure on tablets, smartphones, and other mobile devices overlays an additional set of challenges. For one, much exposure to content takes place within dedicated platform apps rather than browsers. Secondly, many client-side software-based solutions are not compatible with mobile operating systems, at least at this point in time.

In the lab, there are workarounds to these many of these challenges. Observational methods via recordings or live human observation can fill in some of the details based on screen exposure. Eyetracking methods, higher in cost and time, can provide additional detail.

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Public Service and CTEC Members

Jessica Gall Myrick

PF&R Chair

Professional freedom is an umbrella term that encompasses a lot of what it means to be an academic in the fields of journalism and communication. AEJMC has a code of ethics dedicated specifically to PF&R, which helps explain in greater detail what is meant by the term (<http://www.aejmc.org/home/2011/03/ethics-prf/>).

An important tenant of the PF&R Code of Ethics is that “public service contributions should be expected of all AEJMC members.” We are all busy, and service often takes a back seat to research, course prep, grading, mentoring and life in general. However, as a division dedicated to communication technology, CTEC members are especially poised to make important service contributions to academic, professional and community organizations.

We may not all have computer programming skills, but most of us have more than enough skills to easily help a local non-profit create a WordPress site or start a Facebook page. As teachers of communication technology, we also know gifted students who we could introduce to those in need of a little communication technology assistance. Those in the division who focus on strategic communication can look for service opportunities where they advise organizations on social media strategy or on which digital platforms to invest in over others.

It doesn't take a computer whiz to use communication technology skills in order to improve the world around us. The positive feedback and gratitude we receive for our efforts is likely to invigorate those other areas—research and teaching—that usually receive the bulk of our attention.

I've listed a few other ideas for CTEC-related service opportunities below, but I would love to hear what ideas everyone else has, too. Tweet your CTEC service ideas to us at @AEJMCCTEC using the hashtag #CTECSERVES, or post them on the Facebook page or in the Facebook group.

Just a Few of Many Possible CTEC-Related Service Activities:

- Hold a workshop for undergraduate/graduate students about how to build an online résumé/CV website
- Volunteer to start a blog for a campus organization to which you belong
- Start an interdisciplinary campus organization or just a departmental reading group for other academics interested in communication technology
- Help a local non-profit with a website or with social media strategy
- Connect your students to communication technology service projects in the community
- Volunteer to write a guest blog post about CTEC issues for a professional organization

Jessica Gall Myrick is an assistant professor at Indiana University. She can be reached at jgmyrick@indiana.edu.

We have to change

Jessica Smith

Teaching chair

This is the message that mass communication educators are hearing from all sides. University administrators show us how models and funding for higher education is shifting.

Media professionals show us that we are educating students for a very different market in our industries than five years ago, much less 20 years ago.

Sometimes the messages overlap, such as when Byron White, a former newspaper editor who is now a university administrator, writes a column for a broad audience in the Chronicle of Higher Education: [Take it from an ex-journalist: adapt or die](#).

White points out how the newspaper industry failed to respond to changes in market and technology.

Changing market and technology was the subject of one of the liveliest sessions at AEJMC in August when six panelists participated in a discussion called “Why all your students must be programmers.”

The [session is available](#) on YouTube, and I recommend watching what the four professionals and two educators have to say about the importance of coding in the future of journalism.

They discussed everything from what coding skills students should learn (HTML, CSS, jQuery, and JavaScript), to thinking about coding as a form of problem-solving, to having higher expectations of our students to learn coding skills faster.

The Q&A portion of the session led me to a [recent Neiman Journalism Lab article](#) by Amy Schmitz Weiss and Cindy Royal about preparing journalism students for increasingly digital careers.

This piece is also well worth a read. The themes from the panel, this article, and many other voices within our discipline give some powerful

challenges for those of us teaching communication technology classes.

- We can't just keep doing the same thing with just a little HTML added on top.
- We need to collaborate with other academic programs that offer the programming, business, and subject-specific knowledge that our students will need for their careers.
- We need to experiment with workshops and new class formats where tech-heavy skills can be taught in shorter units than the traditional three-hour course.

These types of changes are more than just adding a few new components to our classes. These changes require those of us with expertise in communication technology to be voices of innovation within our departments, colleges, and universities.

Some of our experiments may fizzle. We may chase a trend for a couple of years and later discard it. But this doesn't mean we've failed. Our students will have learned something from it, and so will we.

The CTEC division has the potential to serve as an excellent network for sharing our experiments in communication technology education that could help form best practices for our discipline.

Higher education and media industries are changing, and we have asked our students to take risks and change in their careers. We can do no less.

Jessica Smith is an associate professor at Abilene Christian University and can be reached at jessica.smith@acu.edu.

Teaching Panel on Teaching with Technology

Porismita Borah

Research Co-Chair; Teaching Chair; August 2012-2013

We had four teaching panels in the annual conference meeting in August 2013 in Washington DC. I organized one of these panels in collaboration with Amy B. Becker, the teaching chair of the Political Communication interest group. The panel focused on the use of technology in the classroom and touched on topics such as teaching political communication courses or online courses. The panelists consisted of junior faculty, senior faculty and a PhD student, including Tom Johnson, Professor, University of Texas-Austin; Carmen Stavrositu, Assistant Professor, University of Colorado-Colorado Springs; Amy B. Becker, Assistant Professor, Towson University and Jason Turcotte, PhD Student, Louisiana State University. I'm happy to share some of the highlights from the panel.

- Prof. Johnson started the panel with a presentation about his experience teaching with technologies. His presentation was interesting and relevant as he talked about how technology has changed since he started teaching some several years ago. The insights from the experience he has gained over the years was perfect for the opening of the panel.
- The second panelist was Carmen Stavrositu. She shared her experience with teaching an online class on media effects. In her presentation, Stavrositu examined the differences between course management systems and social media tools. She shared several examples about using social media in the classroom—one of the important ways to incorporate social media was to use it as a discussion board.
- Our next panelist was Amy B. Becker. She spoke about the use of blogs and Twitter to promote discussion of political comedy and celebrity politics during the 2012 election campaign. Becker used emerging technology such as Twitter and blogs in many of the assignments for her course on political comedy. She taught the class during the 2012 election cycle and was able to engage students in the political process in many innovative ways.
- Our last panelist was Jason Turcotte. His presentation was about using emerging technology to promote and encourage both online and offline discussion for a class on Elections 2012. He found innovative ways to use blogging for his course. He learned that students usually do not come with blogging expertise and instructors should keep that in mind.

Porismita Borah is an Assistant Professor at Washington State University and can be reached at porismita@gmail.com

Greetings from Your Research Chair

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The artificiality and time limitations of laboratory settings mean that many compelling questions are better answered with field research. However, obtaining valid and reliable measures of media use and exposure in the field includes a few additional barriers. Software methods are not feasible, short of asking participants to install and run software that logs data from their Web browsers.

Media use diaries have been a staple of “real-world” data collection for over half a century. In recent years, diary-based data collection has even included multi-tiered time sampling on the part of researchers, who communicate with study participants by text or email and ask them to report on their activities. This approach has been utilized with mobile media use, but in all cases relies on participants’ ability to reconstruct their activities, and is frequently compromised by social desirability effects in responses.

Other options for mobile devices, outlined in a 2011 whitepaper by Gareth Deere and John Carroll, include in app-metrics or participant installation of an in-device usage meter such as those used by Arbitron Mobile. These solutions vary in terms of operating system compatibility and their ability to obtain granular data from within applications.

In sum, there is much methodological diversity in how we measure media use and exposure. When it comes to measuring exposure on mobile devices in the field, many of our more reliable methods are not well-suited to the task. This area is ripe for technological and scholarly innovation, and I’m optimistic that we’ll see new options about in the coming years.

How do you deal with measuring media use and exposure in your research? Let’s continue to conversation at the AEJMC CTEC Facebook group page.

Bart Wojdynski is an assistant professor at the University of Georgia. He may be reached at bartw@uga.edu.

New Division Journal, New Membership Fees

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Most importantly, it is our hope that CTEC members will appreciate a new outlet that is devoted to publishing research relevant to our division. At long last, the *Journal of Communication Technology* will situate CTEC alongside the existing body of AEJMC journals such as *Mass Communication & Society* (MC&S) and *Communication Methods and Measures* (CT&M), among many others.

As always, we welcome our members’ active involvement with the division. Please make use of our communication outlets for providing feedback and suggestions. We would love to hear from you!

Listserv: ctp-aejmc@listserv.unc.edu

Facebook: <https://www.facebook.com/groups/439286756187657>

Website: <http://aejmcctec.com>

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

AEJMC Midwinter Conference 2014

February 28 - March 1, 2014
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University of Oklahoma

General Call for Paper Abstracts and Panel Proposals

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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 submit any specific paper abstract to only **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 2014. Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention in August. Authors are encouraged to use the midwinter conference as an opportunity to get feedback on their research to 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 at least two weeks before the midwinter conference. The midwinter chair for the relevant group will send authors the names and contact details of the discussant for their session.

At least one author of each accepted paper must register and attend the conference to present the paper. **Failure to register by the deadline will result in authors' names and papers being removed from the program. NO onsite registration will be available.**

Panel submissions: In addition, the organizers are also inviting panel proposals. These proposals should be sent to the midwinter chair of the particular division or 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 panel organizer(s) **on the title page only**. The title page should also include the author or lead author's (or organizer'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 1, 2013.

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).

The CTEC Midwinter Chair is Porismita Borah. She can be reached at porismita@gmail.com.