

CTEC

Communication Technology Division Newsletter
Summer 2009

Does CTEC have growing pains?



James D. "Jimmy" Ivory

Division Head

If, as Alfred Lord Tennyson tells us, "In the Spring a young man's fancy lightly

turns to thoughts of love," then it seems that in the summer a division head's fancy less lightly turns to membership rolls. A year ago, outgoing CTEC head Mark Tremayne capped his term of service with some thoughts on CTEC's membership numbers in our summer newsletter. As I wrap up my own term in the role, the same topic is on my mind.

CTEC membership chair Sue Robinson reported in our Spring 2009 newsletter that our membership stood at 212 members. That's comparable to the 217 that Mark reported in the Summer 2008 newsletter and the 214 the division had five years before that. My first thought on looking at that total is:

Great!

We've got more than 200 terrific members, and I'm glad to be among them after seeing firsthand their wonderful contributions to the division and AEJMC over my past few years as a CTEC officer. Then I think:

How can we get more?

And then:

Wait. Do we need more?

We've got more than 200 terrific members. How can we get more? Wait. Do we need more?

Let me first speak to that first question. As Mark explained a year ago, more members means more potential reviewers for our steadily growing number of paper submissions. It means more financial resources to spend on quality endeavors such as our paper competitions and invited panels. Membership size and growth trends are also elements that AEJMC takes into consideration in evaluating divisions.

To say we'd like more members is one thing. To have them is quite another. I believe that there are a lot of benefits to being a CTEC member, but there are also a lot of benefits that CTEC provides for AEJMC members whether they belong to CTEC or not. Consequently, one way to build CTEC membership may be to enhance the "exclusive" benefits of CTEC membership to incentivize other AEJMC members to join. The idea of adding a division journal affiliation is currently being tentatively explored by Sue. When Mark was division head last year, he suggested adding a new paper award competition to our existing student and faculty competitions, and only division members would

be eligible to win a cash prize in the new competition. These suggestions will be on the agenda at our division's business meeting in Boston next month, and I welcome suggestions from those who would like to see our membership grow.

Then there's that second question. The more I think about our membership numbers, the more I wonder why I'm spending time thinking about it. CTEC is doing exciting things. Each year, our division ranks among the top few AEJMC divisions in terms of the number of refereed research paper submissions we receive and the number of refereed research presentations we program. Each year, we run some great competitions, such as the Jung-Sook Lee student paper competition. Each year, we help take the lead in organizing and programming the AEJMC Midwinter Conference. These great accomplishments and others remind me to focus less on how many members we have and more on how we are doing with the good members we've got.

Growth presents opportunities, but we can also continue to explore new directions without having an eye on growth for the sake thereof. Growth can help with challenges such as increasing convention paper review burdens, but there are other solutions to those challenges as well. To that

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Boston panels advance interests of division



Jim Benjamin
Vice Head/Program
Chair

The plans are laid, the conference details are complete, and AEJMC is ready to roll into

Boston in August. In addition to our competitive research panels featured at the conference, CTEC invites you to attend great teaching and PF&R programs.

Our panels this year include a wide variety of topics and spotlight some of the top teachers and scholars in the country. Here are a few of the highlights.

The Media Habits of Tomorrow: What Teenagers are Doing with New and Traditional Media is a teaching panel scheduled for Saturday from 10 to 11:30 a.m.. Panelists will include Dustin Harp (Texas at Austin), David Perlmutter (Kansas), Dhavan V. Shah (Wisconsin — Madison), Esther Thorson (Missouri), Mark Tremayne (Texas at Austin), and Rob Wicks, (Arkansas).

The panelists will report findings of a national multi-wave survey of nearly 1300 American teenagers and their parents focusing on political socialization of youth.

The survey project focused on socialization influences including parents, media, peers, religion and schools among other factors during the 2008 election campaign.

The study also focused on new media habits such as blogging and social networking in the socialization



process. Each panelist will bring a unique perspective to the interpretation of the data.

Best of the Web Award Winners, to be held on Thursday from 3:15 to 4:45 p.m., is a teaching panel that continues the Communication Technology and Visual Communication Divisions tradition of cosponsoring an annual Web site competition. This year's session will recognize the winning entries in each of four categories: Department or School Sites; Teaching Sites; Journalism Sites; Creative Sites.

Join us in congratulating the winners and learning all about these excellent Web sites. The winning entries and links to the sites are listed later in the newsletter.

Teaching and Learning Online is a teaching panel held on Saturday at 8:15-9:45 a.m. The panel will feature Dominique Klinger (Temple), Paul Martin Lester (California State — Fullerton), Donnalyn Pompper (Temple), and Sue Robinson (Wisconsin — Madison).

This symposium will explore how communication teachers and students can use new communication technologies.

Teaching Online Journalism: Beyond Skills addresses training faculty in

new technologies for introduction into the classroom and suggests new ways of thinking about pedagogy according to the implications of the Internet's unique attributes.

Welcome to the New Millennium: Teaching Mass Media Courses Online and in Hybrid Formats explores the transition from traditional teaching formats to a world where technology rules – from fully online courses to hybrid formats with online and face-to-face (F2F) elements.

I Am Stuck on Band-Aids: Teaching Visual Communication with Second Life will guide us in learning about teaching the newest dimensions of visual communication through the newest social media of Second Life.

Issues and Agendas of Campaign 2008 is a PF&R miniplenary session scheduled for Wednesday at 3:15-4:45 p.m. Co-hosted by MCS, CCS, CSW and CTEC, it will explore communication dimensions of the 2008 political campaigns.

Campaign 2008 was unique because of the participating candidates, the nature of the race, and the issues facing our country.

The included panelists are mass media scholars as well as seasoned practitioners who will highlight the issues and agendas generated by the campaign and offer important topics for educators and researchers to focus on in the coming years.

Mark your calendars for these great CTEC events in Boston.

Jim Benjamin is professor and chair at the University of Toledo. He can be reached at jbenjam@utnet.utoledo.edu.

CTEC research sessions for 2009 AEJMC convention

Wednesday, 8:15 am to 9:45 am Communication Technology Division

Refereed Paper Research Session: Use and Impact of Online Social Networking

Moderating/Presiding: *David Stanton, Florida*

Uses and Gratifications of Twitter: An Examination of User Motives and Satisfaction of Twitter Use
Philip Johnson and Sung-Un Yang, Syracuse

What Do Your Friends Say About You? Activist Group Evaluations in a Social Networking Context
Mike Schmierbach, Qian Xu, Saraswathi Bellur-Thandaveshwara, Erin Ash, Anne Oeldorf-Hirsch, and Andrew Kegerise, Pennsylvania State

Network Effect in Adoption and Use of Online Social Network Sites: The Case of Facebook
J-en Teo, Seraphina Seng, and Wayne Fu, Nanyang Tech

Debauchery and Disclosure: Employer Perceptions of Facebook Profiles
Shannon Kennan, Haiyan Jia, and Alice Shapiro, Pennsylvania State

Discussant: *Jacob Groshek, Iowa State*

Wednesday, 11:45 am to 1:15 pm Communication Technology Division

Refereed Paper Research Session: The Impact of the Web 2.0 on the 2008 Presidential Election

Moderating/Presiding: *Bart Wojdyski, North Carolina at Chapel Hill*

Did Social Media Really Matter? College Students' Use of Online Media and Political Decision Making in the 2008 Election
Matthew Kushin and Masahiro Yamamoto, Washington State

Tracking the Blogs: An Evaluation of Attacks, Acclaims and Rebuttals Presented on Political Blogs During the 2008 Presidential Election
Robert Wicks, Amy Mertensmeyer, Gregory Blackburn, and Tiffany Fields, Arkansas

A Content Analysis of the 2008 Presidential Candidates' YouTube Sites
Juliann Cortese and Jennifer Proffitt, Florida State

Facebook. MySpace. Two-faced?: Credibility of Social Network Sites for Political

Information
Thomas J. Johnson, Texas Tech, and Barbara Kaye, Tennessee

Discussant: *Wayne Wanta, Oklahoma State*

Thursday, 8:15 am to 9:45 am Refereed Paper Poster Research Session Communication Technology Division

Group 1 Topic – Communication Technology and Politics

1. Kids these Days: Examining Differences in Political Uses and Gratifications, Internet Political Participation, Political Information Efficacy, and Cynicism Based on Age
Kaye Sweetser, Ruthann Weaver Lariscy, and Spencer Tinkham, Georgia

2. Political Discourse on Facebook: A New Public Sphere?
Lindita Cama, Seong Choul Hong, Gerry Lanosga, and Yunjuan Luo, Indiana

3. Moving One Step Closer to Reengaging Citizens: Discovering Patterns of Online Political Activity
Lindsay Newport, Louisiana State

4. A New Space for Political Expression: Predictors of Political Facebook Use and its Democratic Consequences
Leticia Bode, Porismita Borah, Emily Vraga, and Dhavan Shah, Wisconsin-Madison

Discussant: *Thomas J. Johnson, Texas Tech*

Group 2 Topic – Communication Technology: International and Intercultural Issues

5. Is Multimodality Better than Single Modality? Exploring Modality Effect on Inter-cultural Virtual Collaboration
Qian Xu and Deanna Behring, Pennsylvania State

6. Grand Theft Auto IV Comes to Singapore: The Effects of Repeated Exposure to Violent Video Games on Aggression
Kie Zin Scott Teng, Sok Cheng Amy Siew, Yew Mun Gabriel Chong, and Marko Skorac, Nanyang Tech

7. Attributes and Consequences of New Communication Technologies in the Values of Transnational Work
Fernando Paragas, Nanyang Tech

8. Cultural Differences in Social Relationships on SNSs: Cross-cultural Comparison Between Americans and Koreans
Seong Eun Cho, Rutgers

Discussant: *Dennis Davis, Pennsylvania State*

Group 3 Topic – Adoption of Communication Technology

9. Exploring the Roles of ICT Adoption in the Migratory Adaptation of the Rural-urban Migrants in Beijing
Weizhen Lei, Renmin; Martin Gibbs and Shanton Chang, Melbourne, and Heejin Lee, Yonsei

10. Text Me When It Becomes Dangerous: Exploring the Determinants of College Students' Short Message Service (SMS) Text Alerts Service Adoption
Doohwang Lee and Jee Young Chung, Alabama

11. Denying Destiny: Viewtron and the Refusal to Recognize Mutual Shaping of Technology
Mark Poepsel and Seth Ashley, Missouri

12. Faculty Adopters of Podcasting: Satisfaction, University Support and Belief in Podcasting
Jin Yang, Memphis

Discussant: *Kekeli Nuviademu, Bethune-Cookman*

Group 4 Topic – Communication Technology: Uses and Gratifications

13. Active Within Structures: An Integrated Model of Internet Use
Tang Tang, Wisconsin-Oshkosh

14. User Attitudes Toward Customization and Personalization: A Priming Study of Gratifications Expected and Obtained
Hyunjin Kang, S. Shyam Sundar, Hyang Sook Kim, and Keunmin Bae, Pennsylvania State

15. Gaining Gratifications or Losing Privacy on Social-Networking Sites? Exploring Privacy Concerns and the Relationship with Gratifications and Internet Addiction
Hsuan-Ting Chen, Texas at Austin

16. Online News Websites: How Much Information How Fast?
Ryan Pierce, Amanda Sturgill, and Yiliu Wang, Baylor

Discussant: *Cory Armstrong, Florida*

Group 5 Topic – Communication Technology: Influence and Impact of Blogs

17. Keeping Up with Mrs. Jones: Mommy Blogging, Social Comparison, and Self-Esteem
Anesha Brown, Holly Wallace, Liz Mott, Brad Rawlins, Karson Denney, and Autumn Linford, Brigham Young

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Convention research sessions

18. New Scheme of Communication: An Exploratory Study of Interactivity and Multimedia Use in Chinese J-blogs and the Implications

Fangfang Gao and Renee Martin-Kratzer, Florida

19. Reporters, Commenters, or “Gate” Keepers?: Mainstream Coverage of Professional Blogging Organizations

Deborah Carver, Minnesota

20. Blogging in U.S. Newsrooms: A National Survey of Perceptions and Practices

Sun Ho Jeong, Texas at Austin

Discussant: *Jane B. Singer, Central Lancashire/Iowa*

Group 6 Topic – Communication Technology: Seeking Information Online

21. Innovation Processes in Journalism as Actor-networks and Communities of Practice
Amy Schmitz Weiss, San Diego State, and David Domingo, Rovira i Virgili

22. News Use and Social Use of the Internet: Testing a Substitution Model in Three Levels
Lingzi Zhang, Singapore

23. Stonewalling Manipulation Effects on Internet Use and Beliefs: The Resiliency of College Internet Users
Jennette Lovejoy, Erin Armstrong, Dave Sennerud, Roshan Noorzai, and Chong Wu, Ohio

Discussant: *Tim Bajkiewicz, Virginia Commonwealth*

Group 7 Topic – Current Trends in Communication Technology Research

24. Explaining Online Health Information-Seeking and the Physician-Patient Relationship
Songyi Park, Northwestern

25. Online Sexual Solicitation and Online Sexual Risk Taking: Age and Gender Differences
Susanne Baumgartner, Patti Valkenburg, and Jochen Peter, Amsterdam

26. Power Distance, Uncertainty Avoidance, and Technology: Hofstede’s Dimensions and Human Development Indicators
Jonathan Matusitz and George Musambira, Central Florida

Discussant: *Benjamin Bates, Tennessee*

Thursday, 1:30 pm to 3 pm
Refereed Paper Research Session: Scholar-

to-Scholar Communication Technology Division

Group 1 Topic — Communication Technology: Crowds in Social Spaces

1. Moving the Crowd at Threadless: Motivations for Participation in a Crowdsourcing Application
Daren Brabham, Utah

2. Facebooking to the Polls: A Study in Online Social Networking, Social Capital, and Political Behavior
Leticia Bode, Wisconsin-Madison

3. Soap Box or Box of Soap: Consumer Understanding of the Relationship Between Content and Advertising in the Context of User-Generated Content
Sally McMillan, Tennessee

Discussant: *Kwadwo Anokwa, Butler*

Group 2 Topic — Current Trends in Communication Technology Research

4. A Case for a Greater Attention to Technology in the Individual-Level Political Communication Effects Research
Ivan Dylko, Ohio State

5. Age Differences in Perceptions and Intention of Online Community Participation: An Extension of the Technology Acceptance Model
Jae Eun Chung, Southern California, Namkee Park, Oklahoma, and Helen Hua Wang, Southern California

6. Effects of Perceived Gratification-opportunities and Personal Network on Preference Between MSN and QQ
Xiaoxiao Zhang, Hong Kong

Discussant: *Laurie Lee, Nebraska-Lincoln*

Group 3 Topic – Communication Technology Policy Issues

7. An Exploration of the Policy Objectives of South Korea’s Broadband Convergence Network
Siddhartha Menon, Michigan State

8. “You Say Net Neutrality, I Say Net Neutrality”: Content and Semantic Network Analyses of Newspaper Coverage of Net Neutrality
Minjeong Kim, Colorado State, Jang Hyun Kim, Hawaii at Manoa, and Chung Joo Chung, SUNY Buffalo

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Convention research sessions

9. Give-and-Take: Why the Wireless Signal Sharing Movement is Growing and Its Potential Policy Implications
Gwen Shaffer, Temple

10. A Comparative Study of Online Privacy Regulations in the U.S. and China
Yangfang Wu, Caijing, Tuen Yu Lau, Stanford, David Atkin and Carolyn Lin, Connecticut

Discussant: *David Thompson, Kennesaw*

Thursday, 5 pm to 6:30 pm
Communication Technology Division
Refereed Paper Research Session: CTEC Top Faculty Papers

Moderating/Presiding: *Marcus Messner, Virginia Commonwealth*

Anatomy of Interaction Experience: Distinguishing Sensory, Semantic, and Behavioral Dimensions of Interactivity*
Dongyoung Sohn, Ohio State

Emotional Responses During Facebook Use: Two Conceptual Frameworks**
Saleem Alhabash, Hyojung Park, and Kevin Wise, Missouri

When Blogs Become Organizations***
Wilson Lowrey and Scott Parrott, Alabama

Standing at the Intersection of the Digital Divide and Environmental Justice: How One Community Made Sense of It****
Jane Dailey, Marietta

Discussant: *Robert Logan, Lister Hill Center for Biomedical Communication, National Institutes of Health/National Library of Medicine*

* First Place Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
**** Fourth Place Faculty Paper

Friday, 8:15 am to 9:45 am
Communication Technology Division
Refereed Paper Research Session: New Technology Uses in Higher Education

Moderating/Presiding: *Tim Bajkiewicz, Virginia Commonwealth*

Framing Second Life for Use in Higher Education
Kevin Bowers, Donna Davis, and Jeffrey Neely, Florida

The Path Already Taken: Technological and Pedagogical Practices in Convergence Education
Jeremy Sarachan, St. John Fisher

Using Web 2.0 Technologies to Facilitate Learning
Mitzi Lewis, Midwestern State, and LaRae Donnellan, Florida A&M

Facebook Groups as an E-learning Component in Higher Education Courses: One Successful Case Study
Gary Ritzenthaler and Dave Stanton, Florida

Discussant: *Amanda Sturgill, Baylor*

Friday, 12:15 pm to 1:30 pm
Refereed Paper Research Session: Scholar-to-Scholar
Communication Technology Division

Group 1 Topic — Technology Trends in Broadcasting

12. Stealing Television's Eyeball Share? The Impact of Alternative Video Distribution Platforms on Traditional Television Viewing
Miao Guo and Chunsik Lee, Florida

13. Mapping the Role of Information: A Model of the Press for a Post-Broadcast World
Steven Stuglin, Georgia State

14. Determinants of High-Definition Television Awareness, Familiarity, and Knowledge
Michel Dupagne and Paul Driscoll, Miami

Discussant: *Maria Fontenot, Texas Tech*

Group 2 Topic — Communication Technology: Virtual Worlds

15. An Examination of the Business Strategies in the Second Life Virtual Market,
J. Sonia Huang, National Chiao Tung University

16. A Whole New Ballgame: Mainstream Media Attitudes Toward Fan-Based Internet Sports Communities
Vincent Benigni, Charleston; Lance Porter, Louisiana State and Chris Wood, JWA Communications

17. Good for Business? IM and the Virtual Newsroom
Elizabeth Hendrickson, Tennessee

Discussant: *Cindy Royal, Texas State*

Group 3 Topic — Communication Technology: Online Communities and Identities

18. Revealing Myself in Games: Constructing an Identity Through Game Creation
Renyi Hong, Lin Zhi Jasmine Lee, Ting Hui

Grace Ong, and Vivian Hsueh-hua Chen, Nanyang Tech

19. Type Up, Speak Out! An Analysis of the Spiral of Silence in an Online Forum
Lauren Reichart and Skye Chance Cooley, Alabama

20. "I'll Poke You. You Poke Me!" Self-disclosure, Social Attraction, Predictability and Trust as Important Predictors of Facebook Relationships
Pavica Sheldon, Louisiana State

21. How Does a Virtual Community Influence Older Netizens' Social Capital?
Huan Wu, Hong Kong

Discussant: *Bu Zhong, Pennsylvania State*

Friday, 1:45 pm to 3:15 pm
Communication Technology Division and Graduate Education Interest Group
Refereed Paper Research Session: Jung-Sook Lee Student Paper Competition Award Winners

Moderating/Presiding: *Sue Robinson, Wisconsin-Madison*

Information Hierarchy in Web 2.0 Context: An Exploratory Study of 'Folksonomy'*
Kyounghee Kwon and Shin-il Moon, SUNY-Buffalo
Senior Scholar Discussant: *Sriram Kalyanaraman, North Carolina at Chapel Hill*

Participation Divide Among "Online Experts": Prediction of Psychological Factors, Experience and Skills on Web Content Creation Among College Students**
Teresa Correa, Texas at Austin
Senior Scholar Discussant: *Larry Pryor, Southern California*

Gatekeeping and YouTube: News Filters and the Intermedia Dynamic in the Age of User-Generated Content***
Ivan Dylko, Kristen Landreville, Michael Beam, and Nicholas Geidner, Ohio State
Senior Scholar Discussant: *Kenneth Killebrew, South Florida*

* First Place Student Paper
** Second Place Student Paper
*** Third Place Student Paper

Saturday, 11:45 am to 1:15 pm
Communication Technology Division
Refereed Paper Research Session: Engaging Target Audiences Online

Moderating/Presiding: *Christina Malik, North*

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Recent news events show potential for new, old media in emerging crises



Amanda Sturgill
PF&R Chair

While the snowballing number of studies of new and social media and journalism have looked at

authority, user preferences, editor expectations and more, two news events from this spring have raised questions about citizen journalism during emerging crises.

First we had the swine flu. Living in Texas as I do, there was plentiful coverage of the cases both in Mexico and in the U.S. The child who died in Houston, the first U.S. death, generated interest from television stations and newspapers across the state.

As the cases mounted, stories and commentary criticizing Twitter and other social media for rapidly spreading misinformation about the flu, its severity and its spread.

In commentary in *Foreign Policy*, repeated on NPR, Evgeny Morozov blamed the lack of context available in 140-character posts, which makes it difficult to interpret tweets as data.

Recently, the June elections in Iran have generated media concern, but

not a lot of media access.

Access to fresh information has been a problem for many concerned with the region, as we can infer from the U.S. State Department's request that the site delay scheduled maintenance so that Iranians could still tweet during daylight hours.

The differences between these two cases raise some interesting issues about authority in reporting and about the morality of information that hasn't or can't be verified.

There are international issues as well. Consider a tweeter from a culture where the media is understood as serving to reinforce the authority of the existing government. A follower comes from a culture where media information is assumed to be a balanced and straightforward presentation of information. This could lead to misunderstanding of information.

Such a misunderstanding could have rapid and significant consequences for action in a crisis.

Morozov's notion of context is important as well. When I read "morfundi: Cousin in Iran: families in U.S. do not call loved ones yet due to fear of government retaliation. Everything is being monitored." on

Twitter, does a statement of having a cousin in Iran give me enough context to believe that morfundi would know if phone calls are being monitored? When I read a report on established media of a similar fact, the source provides an implied context for the information and the way in which it was gathered.

Interesting areas for future research would be to see the tactics tweeters use to establish context and authority, to fact check results from social media months or years later and to see how much established media are relying on social media in their reporting.

Cases like swine flu have social media information that is relatively quickly verified with a combination of traditional media and direct communication from relevant agencies like the CDC. It may be useful to look at social media in information-poor crises like Iran.

But the study of crises and social media may show that traditional media are still useful in providing necessary context in emergency situations.

Amanda Sturgill is an assistant professor at Baylor University. She can be reached at amanda_sturgill@baylor.edu.

Convention research sessions

Carolina at Chapel Hill

Exploring eWOM in Online Consumer Reviews: Experience versus Search Goods
Jinsoo Kim and Jaemin Lee, Florida

The Exploratory Study of High Definition Advertising and Consumer Response

Jang Ho Moon, Jong-Hyuok Jung, and Wei-Na Lee, Texas at Austin

Comparisons Between Avatar Users and Non Avatar Users: People's Personal Characteristics as Consumers and Their Attitudes toward Virtual World Advertising
Jay (Hyunjae) Yu, Louisiana State

Anti-Smoking Videos on Social Media: Comparative Analysis of the Persuasive Attributes on YouTube Videos
Hyunmin Lee, Missouri

Discussant: *James D. Ivory, Virginia Tech*

Just-in-time Tweeting

Using social networks in the classroom



Jacob Groshek
Teaching
Chair

Time magazine (in its print edition) recently featured a cover story by Steven Johnson about the social networking application Twitter. In this article, Johnson generally lauded the potential of Twitter to transform human interaction and learning. One example from the article noted how the “tweets” generated by the attendees at an educational conference reshaped and extended the reach of the event itself.

After reading Johnson’s piece, I created a Twitter account of my own later that day to catch up on this trend and to observe the latest social networking iteration to gain widespread popularity and attention. To my slight surprise, countless contacts and friends were already happily tweeting away. They were sharing information both vital and mundane—and some were providing feeds at breakneck speed.

Since then we have witnessed the pivotal role that online social networking interfaces, specifically Twitter, played in the post-election demonstrations in Iran. At

the height of that event it seemed that traditional media were largely dependent upon social network coverage comprised almost entirely of user-generated content. Even though the uprising in Iran may have fallen short of revolution, the style and structure of journalism may not have.

Considering the extent of social networking’s present reach, I began to wonder: What, if anything, do these developments and attention to new media mean for teaching journalism and media careers in the university classroom?

Of course, I’m not the first person to consider this and many reading this newsletter might have already integrated Twitter and Facebook-type applications into their classroom environs.

For instance, a Chronicle of Higher Education article from January 2008 reported on the positive effect Twitter had in David Parry’s classes at the University of Texas at Dallas. In my own experience, class groups on Facebook have been useful in sharing photos, videos, and ideas—but mostly insofar as to increase students’ interest and enthusiasm for the course.

Maybe that is it. Maybe social networking in media

education is effective as a subsidiary component of a larger course because of its latent effects. As these instances go, the uses of social media in the classroom and elsewhere are still undefined. Maybe that just means we should emphasize teaching social media more.

Alternately, Twitter could be the ultimate manifestation of just-in-time teaching. Instead of calling on students reluctant to speak in class, instructors can start responding to in-class tweets. The jury, of course, is still out and there are potential pitfalls to requiring student participation with applications that have service agreements outside the purview of educational institutions. The risk/reward ratio is only speculative now but Twitter has opened the door for some reason to praise, not punish, students feverously typing away during lectures and labs.

For me, opening up the classroom to social media is worth a try. I expect to learn as I go, though, so I certainly invite feedback from others with experience on this topic—Twitter me @jgroshek.

Jacob Groshek is an assistant professor at Iowa State University. He can be reached at jgroshek@iastate.edu.

Ivory: Growing pains

end, I believe that the division’s main focus is to serve the members we already have, as well as to serve the AEJMC membership at large. The divisions exist to contribute to AEJMC, not in spite of AEJMC.

Don’t get me wrong. I think growth is a good thing, and I think we’ll see more of it. I also think the ideas we’ll discuss in Boston that pertain to encouraging growth are very good ones. But membership growth isn’t everything. Frankly, we’ve been doing a lot without it, both for CTEC and for AEJMC. As we discuss our new directions in Boston and in the years to come, I hope we remain ever aware that the most important members are those we’ve got—and you’re doing great things. Please keep it up, and be sure to let us know how we can serve you better when we meet in Boston. See you there!

Jimmy Ivory is an assistant professor at Virginia Polytechnic Institute and State University. He can be reached at jivory@vt.edu.

CTEC has record-setting competition



Marcus Messner
Research & Paper
Competition Chair

It was truly an exceptional paper competition for our division this year.

We experienced record submissions for the AEJMC convention in Boston. 148 papers were submitted to our division, almost half of them from graduate students. This was a 23 percent increase compared to 2008. Accordingly, this year's competition was very strong and would have resulted in an acceptance rate below 40 percent. Therefore, a special thanks to Kim Bissell and Von Whitmore from the Council of Divisions for their patience with our pleas and for granting CTEC several additional research and scholar-to-scholar sessions. In the end, we were able to accept 70 papers, and the acceptance rate of 47.3 percent was only slightly

lower than in previous years.

Also, a special thanks to our 95 paper reviewers, most of whom agreed to review five papers to help us manage the overwhelming number of submissions. Each paper was reviewed by three reviewers. Acceptances and rejections were determined by reviewer judgments and scores as well as z-score rankings calculated by All Academic.

The 69 paper presentations (one presenter withdrew after acceptances were sent out) are organized in six research sessions with three to four papers, two scholar-to-scholar sessions with 10 papers each, and one poster session with 26 papers. Make sure to attend the two highlights of the CTEC program: the "Top Faculty Papers" session on Thursday, August 6, at 5 p.m., and the "Jung-Sook Lee Student Paper Competition Award Winners" session on Friday, August 7, at 1:45 p.m.

You can find the dates, times and details of the all CTEC research sessions in the newsletter. Thanks to our 10 moderators and 21 discussants, who will run all of the division's sessions in Boston.

On a final note, a plea for next year's paper competition. Since we received record submissions this year despite tight travel budgets at universities around the country, we are expecting an even greater number of submissions in the future. Please consider helping my successor as research chair in the reviewing process. We probably will need more than 100 reviewers next year.

Again, thanks to all reviewers, moderators and discussants for the dedication of their time.

I hope to see you in Boston!

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

Best of the Web winners 2009

Creative site

1. News Mixer, *Rich Gordon, Northwestern*
<http://newsmixer.us/>
2. Twitter Vote Reporter, *David Johnson, American*
<http://blog.twittervotereport.com/>

Teaching site

1. Second Life, *Jeff Neely, Florida*
<http://plaza.ufl.edu/jcneely/>
2. J342, *Alfredo A. Marin-Carle, Ball State*
<http://amarin.iweb.bsu.edu/j342/>

Journalism site

1. Andaman Rising, *Pat Davison, North Carolina*
<http://www.andamanrising.org/>
2. South by Texas State, *Cindy Royal, Texas State*
<http://sxtxstate.com/>
3. West Virginia Uncovered, *John Temple, West Virginia*
<http://wvuncovered.wvu.edu/>

Department site

1. Carolina Photojournalism, *Pat Davison, North Carolina*
<http://www.carolinaphotojournalism.org/>

Make it to the meeting in Boston

See you at 8:30 p.m. on Thursday, Aug. 6, for the members' meeting. Then join us for an off-site social after the business meeting.

AEJMC

Association for Education in Journalism
and Mass Communication
234 Outlet Pointe Blvd., Suite A,
Columbia, South Carolina 29210-5667
Tel.: (803) 798-0271; Fax: (803) 772-3509

Rates Effective 10/01/08

Your current mailing address:

Please list zip +4 digits, and correct address, if necessary.

New Member

Membership Categories

\$105	Regular Member (US & Canada)	Category	89
\$105	Associate Member	Category	69
\$ 45	Student Member	Category	29
\$ 45	Retired Member - (No dues, but periodicals surcharge)	Category	28
\$ 00	Retired Member	Category	26
\$110	International Member - (includes \$25 air mail surcharge)	Category	27
\$ 25	Spouse	Category	25
\$	Total - Membership		

\$ _____ Total for Membership

\$ _____ Total for Divisions/Groups

\$ _____ Total for Contributions

\$ _____ Grand Total

Check enclosed

Credit Card

Make all checks payable to AEJMC. All payments due
in U.S. dollars.

MasterCard VISA AMEX Discover

Name on Card: _____

Account Number: _____

Expiration Date: _____ Amount: _____

Signature: _____

Since your AEJMC dues are apportioned to various publication accounts as well as for operating expenses, the Post Office requires that you sign off on this procedure. Please sign below:

(Signature) _____ (Date) _____

Institution: _____

Office #: _____ Home #: _____

Email: _____ Fax: _____

AEJMC is gathering descriptive information to help divisions, officers and members promote diversity. This will be for internal use only. Providing this information is **optional**, and has no bearing whatsoever on membership in the Association. If none of these categories adequately indicates how you identify yourself, please describe your identity in the blank below.

Please check all that apply:

- Male Female
 African American Asian American Latina/Latino
 Native American Caucasian International
 Disabled _____

NOTE: AEJMC often rents its mailing list to reputable companies. If you do **not** wish your name included in such rentals, please check here:

AEJMC Divisions and Interest Groups

- \$25.00 _____ **A Advertising (Inc. Journal of Advertising Education)**
 \$10.00 _____ Grad Students in **A Division**
 \$26.00 _____ **B Comm Theory & Methodology (Inc. Comm Methods & Measures)**
 \$16.00 _____ Grad Students in **B Division**
 \$40.00 _____ **C Visual Communication (Inc. VisCom Quarterly)**
 \$15.00 _____ Grad Student in **C Division**
 \$10.00 _____ **D History (Includes CLIO.)**
 \$ 7.50 _____ Grad Student in **D Division**
 \$25.00 _____ **E International Communication (Inc. International Comm Bulletin)**
 \$19.00 _____ Grad Students in **E Division**
 \$10.00 _____ **F Magazine**
 \$ 5.00 _____ Grad Students in **F Division**
 \$16.00 _____ **G Newspaper (Inc Newspaper Research Journal)**
 \$ 8.00 _____ Grad Students in **G Division**
 \$24.00 _____ **H Mass Comm & Society (Inc Mass Comm & Society)**
 \$14.00 _____ Grad Students in **H Division**
 \$10.00 _____ **I Media Management and Economics**
 \$ 5.00 _____ Grad Students in **I Division**
 \$30.00 _____ **J Public Relations (Inc Journal of Public Relations Research)**
 \$20.00 _____ Grad Students in **J Division**
 \$36.00 _____ **K Radio-Television Journalism (Inc. Electronic News)**
 \$10.00 _____ Grad Students in **K Division**
 \$15.00 _____ **L Scholastic Journalism**
 \$ 5.00 _____ Grad Students in **L Division**
 \$15.00 _____ **M Minorities & Communication**
 \$10.00 _____ Grad Students in **M Division**
 \$30.00 _____ **N Law & Policy (Inc Media Law Notes & Comm Law & Policy)**
 \$ 7.00 _____ Grad Students in **N Division (only Media Law Notes)**
 \$25.00 _____ **O Cultural & Critical Studies (Inc. Journal of Comm Inquiry)**
 \$ 1.00 _____ Grad Students in **O Division (Does not include Journal)**
 \$10.00 _____ **P Communication Technology**
 \$ 7.00 _____ Grad Students in **P Division**
 \$26.00 _____ **Q Media Ethics Division (Inc. Journal of Mass Media Ethics)**
 \$10.00 _____ Grad Students in **Q Division**
 \$40.00 _____ **R Community College Journalism Assn (Inc. The Journalist)**
 \$15.00 _____ Commission on Status of Women
 \$10.00 _____ Grad Students in Commission on the Status of Women
 \$10.00 _____ Commission on the Status of Minorities
 \$ 7.00 _____ Graduate Education Interest Group
 \$10.00 _____ Science Communication Interest Group
 \$ 5.00 _____ Internships & Career Interest Group
 \$10.00 _____ Civic & Citizen Journalism Interest Group
 \$10.00 _____ Small Programs Interest Group
 \$10.00 _____ Religion & Media Interest Group
 \$10.00 _____ Entertainment Studies Interest Group
 \$ 5.00 _____ Grad Students in Entertainment Studies
 \$10.00 _____ Gay, Lesbian, Bisexual, Transgender Interest Group
 \$ 5.00 _____ Grad Students in Gay, Lesbian, Bisexual, Transgender
 \$ 5.00 _____ Community Journalism Interest Group

Optional Contributions

AEJMC greatly appreciates your help to further endow the following awards and scholarship:

- _____ Tankard Book Award
 _____ AEJMC 1st Amendment Award
 _____ Equity and Diversity Award

\$ _____ Total - Divisions/Interest Groups/Contributions