



Graduate Studies News

MAY 2011

The 19 papers and presentations in Boston this year mark an increase over last year's participation in Singapore, with 13 papers and presentations.

J-School Faculty, Students, and Alumni Present at

ICA by Saleem Alhabash

This year is no exception to the outstanding success of the Missouri School of Journalism at the annual meeting of the International Communication Association. The meeting will be held in Boston, Mass., between May 26 and 30, and is titled "Communication @ the Center."

Faculty, students and alumni of the J-School will present 19 conference papers and panel presentations. (See full list of papers below). Dr. Paul Bolls will give opening remarks

at an Information Systems division panel on the use of the psychophysiological paradigm in media research. His remarks are titled: "The history and exciting future of psychophysiology in media research."

This year, ICA is introducing, for the first time, the virtual conference, where several sessions will be streamed online, in addition to a program of web-only sessions and activities. Dr. Kevin Wise will present at one of the online overlay sessions. His talk is titled:

"Communication at the center of our physiological responses."

ICA is one of the leading academic associations for mass media and communication researchers. With its 4,400 members and 25 different divisions and interest groups, ICA facilitates the exploration and sharing of ideas as well as a network of connections among scholars in the field.

Papers to be presented include:

Opening Remarks: The History and Exciting Future of Psychophysiology in Media Research by **Paul Bolls**

Developmental Differences in Cognitive/Emotional Responses to Vivid Threat in Fear Appeal Based Messages by **Paul Bolls** and **So-Hyang Yoon**

Do Candidates Matter? Chinese Media Framing of the 2008 Taiwan Presidential Election by **Ming Dai**

Foreign Leaders' Visits in the U.S. Media: Influence of Country Characteristics on News Coverage by **Ming Dai**

The Role of Narrative and Other-referencing in Attenuating Psychological Reactance to Diabetes Self-care Messages by **Liz Gardner** (Texas Tech, PhD 2010) and **Glenn Leshner**. *A Health Communication division Top Paper*

Computer-Mediated Persuasion in Online Reviews by **Seoyeon Hong** and Hee Sun Park (Michigan State)

The Effects of Angry User-Generated Content and Its Source on Organizational Reputation and Behavioral Intentions for a Corporate Crisis by **Bokyung Kim** and **Hyunmin Lee**

Effectiveness of Gain- and Loss-Framed Anti-Binge-Drinking PSAs on College Students: Explicit and Implicit Measures of Attitudes by **Hyejin Kim**, **Seoyeon Kim**, **Joonghwa Lee**, and **Paul Bolls**

Learning about the World: The Model of Cognitive Processing of International News Messages by **Anastasia G Kononova** (American University of Kuwait, PhD, 2010), **Nathan Winters**, **Justin Myers**, **Jaime Williams**, **Xue Dong**, and **Paul Bolls**

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ICA Presentations, cont.

Does a Spokesperson's Race Affect Source Credibility Perceptions? An Experiment of University Sports Crisis Media Reports by **Maria Len-Rios, Bokyoung Kim** and **Seoyeon Hong**

Health Promotion via Social Media: An Analysis of Health Organizations' Use of Facebook in Enhancing Health Literacy by **Hyojung Park, Shelly Rodgers** and **John Stemmler**

A Picture of "Sanity"? Knowledge, Engagement, and Identity at the Rally to Restore Sanity by **Mark Poepsel, Seth Ashley, Patrick Ferrucci**, and **Adam Maksl**

Effects of Print and Online Stories on Implicit Attitudes: How Valence and Story Structure of News Influence Spontaneous Stereotyping of Minorities by **Miglana Mantcheva Sternadori** (South Dakota, PhD 2008)

The Spread of Pseudoevents: Covering the Influenza A (H1N1) Pandemic by **Edson Tandoc**

A Hierarchy of Political Participation Activities in Pre-Voting-Age Youth by **Esther Thorson, Glenn M. Leshner, Mi Rosie Jahng**, and **Margaret Ellen Duffy**

Media Choice Repertoires by **Esther Thorson, Kjerstin Thorson** (University of Southern California, MA, 2007), **Hari Sridhar** (Michigan State)

News Coverage of the Social Determinants of Health: A Content Analysis of California Television and Newspapers by **Erin Willis, Chang Dae Ham** (Illinois, PhD 2011), and **Shelly Rodgers**

Communication at the Center of Our Physiological Responses by **Kevin Wise**

Newspaper Journalists and Public Health Professionals: Building the Health News Agenda in Community Newspapers by **Rachel Young, Saleem Elias Alhabash, Shelly Rodgers**, and **Jon Stemmler**

Liz Gardner Wins Prestigious Award for Study on Psychological Reactance to Diabetes Messages by Saleem Alhabash



A former doctoral student at the Missouri School of Journalism will receive the 2011 National Communication Association/International Communication Association Dissertation of the Year Award for the Health Communication Division.

Liz Gardner, PhD '10, and her adviser, Glenn Leshner, professor at the Missouri School of Journalism, will receive the award, at the upcoming ICA annual meeting to be held in Boston at the end of May. Gardner's dissertation competed with 24 other dissertations submitted for the award.

The dissertation, titled "Ease the resistance: The role of narrative and other-referencing in attenuating psychological reactance to persuasive diabetes messages," explored the ways in which health messages can lead to persuasion as opposed to psychological reactance.

"In general, people don't like being told what to do. That's what reactance is all about," Gardner explains. The study illustrated that messages designed to include narrative and referencing of others had significant positive effects on several attitudinal and behavioral measures.

Gardner expresses her appreciation for the award. She says, "I feel validated," explaining that the award made her realize the importance of the research she does.

Winning the award is motivating Gardner to replicate the dissertation study with a sample of Hispanic immigrants as they are twice as likely to have Type 2 diabetes compared to other social groups in the United States. In addition to the theoretical implications of the study, Gardner foresees wide practical applicability to the design of health communication messages.

Aside from being recognized by the field's top academic societies, Gardner will win a \$500 cash prize and a free registration to the upcoming ICA meeting. Gardner and Leshner were also recognized for their paper, "The Role of Narrative and Other-referencing in Attenuating Psychological Reactance to Diabetes Self-care Messages," which has been named one of the top papers in the ICA Health Communication division this year.

Gardner currently works as an assistant professor of public relations at Texas Tech University.

News

Tulips aren't all that bloom in The Netherlands. A small group of Dutch journalists who are dedicated to narrative storytelling conceived, organized and hosted a day-long conference in Amsterdam, drawing more than 150 journalists from newspapers, magazines, radio, TV and education. **Jacqui Banaszynski** was one of four Americans invited to present at the conference; co-presenters were Mark Kramer, founder of the former Nieman Narrative Conference; Jim Sheeler, Pulitzer Prize winning reporter from the Rocky Mountain News who now teaches at Case Western Reserve; and Channa Joffe-Walt of NPR's Planet Money. Banaszynski delivered an opening keynote on the Power of the Story, taught a seminar on story structure, and gave a presentation about the partnership of reporters and editors in narrative journalism. This was the first conference on narrative held in The Netherlands, where the media does not have a strong tradition in literary storytelling. The original goal of the conference was to draw 100 participants; within seven hours of opening registration, the conference was overbooked. Plans are to expand the conference next year, both in size and geography.

Maggie Berglund has been awarded the John Bies Travel Scholarship of \$1700 to cover airfare to Kenya to complete her professional project. She will be working with Tabitha Finch, a MU biology PhD student. She is creating an educational website about Finch's research on African elephants, and will be posting videos, slideshows and blogs about her time in Kenya. People can follow the pair's travels and experiences at <http://dungdiaries.wordpress.com>. Finch is collecting and analyzing elephant dung to learn more about elephants that raid agricultural crops and how to decrease this behavior.



Pakistani investigative reporter Umar Cheema takes questions during a morning budget meeting at the **Columbia Missourian** on Friday, April 22.

Cheema was introduced by graduate student **David Cawthon**, who is seated to Cheema's left.

Cheema, who has been threatened and beaten because of his work, told the *Missourian* staff that he is aware of the ultimate price he might pay for his journalism but that he is willing to do so. Cheema spoke the previous evening at the **Reynolds Journalism Institute**. Photo/JEFF LAUTENBERG.

Charles Davis reports that he was deeply honored to be tapped by the Mystical 7 on April 22, 2011. The Mystical 7 is one

of the oldest and most influential of the secret honor societies on campus.

Cathy Jackson (PhD, '04) has recently reported that she received tenure and promotion! Cathy is an assistant professor at Norfolk State.

Congratulations are in order for **Mike McKean**, who was awarded a 2011 William T. Kemper Fellow for Excellence in Teaching award last month! The award recognizes those who represent the highest values in teaching at the University of Missouri.

An article, "Stalking the Paparazzi: A View from a Different Angle," by **Ray Murray**, (MA '05), was published in *Visual Communication Quarterly* in March. Murray is an assistant professor in Oklahoma State University's School of Journalism and Broadcasting.

Jonathan Peters, a first year doctoral student, has recently been featured in *Harvard Law and Policy Review*. His article, "Wikileaks, the First Amendment, and the Press," was posted to the Review's site on April 18th, and then discussed by Andy Greenberg (the Firewall) of *Forbes* on April 21st. You can read Peter's article in the Review [here](#), and see Greenberg's discussion in *Forbes* [here](#).



Jessica Daynor Pucci, online master's student, and her husband, Michael, welcomed their first baby on April 5. Vincenzo "Vinci" Pucci is a 9-lb., 3-oz. jolly kid who graciously only wakes up once each night.

Scott Reinardy (PhD, '06) recently earned tenure and promotion at Kansas University. Congratulations!



Aleesha Towns-Bain, online master's student, and Cameron Bain welcomed Duncan Campbell on February 11, 2011 in Anchorage, Alaska. He was 8 lbs. 15 oz and 20 inches long.

Presentations

Sun, Y., Park, S., Prasad, A., & Cameron, G. T. "Multimedia Effects of Online Medical Tourism Promotion on Consumers' Attention, Veridicality, Recognition, and Purchase intention." Paper to be presented at the American Academy of Advertising Asia-Pacific Conference, Brisbane, Australia in June 2011.

Publications

Charles N. Davis & Michelle Albert, "Using Secrecy to Fight Terrorism? Access, Homeland Security and the "Mosaic Theory" as a Rationale for Closure." *Continuum: Journal of Media & Cultural Studies* (Australia), Vol. 25, No. 2, 251-259 (2011).

Aimee Edmondson & Charles N. Davis. (Forthcoming). "Prisoners of Private Industry: Economic Development and State Sunshine Laws." *Communication Law & Policy*.

Hyojung Park & Bryan H. Reber. (Forthcoming). "The organization-public relationship and crisis communication: The effect of the organization-public relationship on publics' perceptions of crisis and attitudes toward the organization." *International Journal of Strategic Communication*.

Hyojung Park, Shelly Rodgers, & Jon Stemmler. (Forthcoming). "Analyzing health organizations' use of Twitter for promoting health literacy." *Journal of Health Communication*.

Online MA Student Spotlight: Nate Pepper by Saleem Alhabash

Aiding PR Practice with Theory

Nate Pepper is a graduate student in the online strategic communications master's program at the Missouri School of Journalism. He lives in Houston, Texas with his wife, Christy and six-year-old daughter, Katie. For the last 15 years Nate has worked as a public relations executive for Fortune 100 companies including DuPont and International Paper. He holds a Masters of Business Administration (MBA) from Louisiana Tech University and a Bachelor of Science degree from Syracuse University. An amateur triathlete, Nate will race the 140-mile Ironman Texas triathlon on May 21!

What are you interested in researching for your MA thesis?

As a resident of the hurricane-prone Gulf Coast, I have a great appreciation for the importance of public safety communication. Hurricanes Katrina, Rita and Ike gave me a first-hand look at how important (and rare) accurate information is in the midst of a disaster. With the rise of social media, conversations about public safety information are becoming even more contradictory and fragmented.



I am developing my MA thesis as an inquiry into factors that affect the credibility and diffusion of public safety news in social media. There is growing evidence in the literature that within social media unofficial sources are often perceived as being just as credible as official sources. This has important implications for public safety communicators, and I hope the findings of my research will help them provide timely and accurate information in times of crisis.

What are your future plans upon completion of the M.A. program?

My education at the University of Missouri has given me a deeper appreciation for the great wealth of academic research that few public relations professionals are aware of or use. I hope to improve the quality of my professional work by building on strong theoretical foundations and integrating the latest developments in the field of communication. I also plan to encourage my employees to pursue graduate education – through the University of Missouri if possible.

Why did you choose the University of Missouri for your graduate education?

When I decided to return to graduate school to pursue a degree in communication, I conducted an exhaustive search of the available online programs. The University of Missouri's online program stood out to me because of the school's outstanding reputation, the quality of the faculty, and the strong focus on strategic communication.

Graduating Doctoral Students

We have a large cohort of doctoral students who have either graduated this past December, or will be completing their degree programs in May or August! In addition, many of our graduating students have provided us with information on their next steps. The Graduate Studies office would like to congratulate these students:



Saleem Alhabash
 Next Step: Assistant Professor of Public Relations and Social Media at Michigan State University (joint appointment by the Department of Advertising and Public Relations and the Department of Telecommunication, Information Studies, and Media)
 Chair: Kevin Wise



Seth Ashley
 Next Step: Assistant Professor at Boise State University, Department of Communication
 Chair: Stephanie Craft



Petya Eckler
 Next Step: Assistant Professor of Health Communication at University of Iowa
 Chair: Shelly Rodgers



Jessica Freeman
 Next Step: Lecturer, Newman University
 Chair: Kevin Wise



Maria M. Garcia
 Next step: Assistant Professor of Marketing Communications at American University in Dubai
 Chair: Glen Cameron



Liz Gardner
 Next Step: Assistant Professor of Public Relations, Texas Tech University College of Mass Communications
 Chair: Glenn Leshner



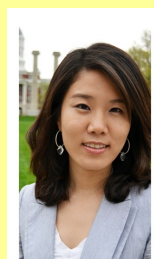
Chang Dae Ham
 Next step: Assistant Professor at the University of Illinois at Urbana Champaign
 Chair: Esther Thorson



JiYeon Jeong
 Chair: Glen Cameron



YoungAh Lee
 Chair: Glen Cameron



Hyunmin "Min" Lee
 Next step: Assistant Professor at Saint Louis University, Department of Communication
 Chair: Glen Cameron



Michael T. Martinez
 Next Step: Assistant professor at University of Tennessee Knoxville
 Chair: Charles Davis



Hyojung Park
 Next step: Will be joining her husband in San Diego
 Chair: Glen Cameron



Mark Anthony Poepsel
 Next Step: Assistant Professor at Loyola University New Orleans
 Chair: Margaret Duffy



Summer Hill Vinson
 Chair: Earnest Perry



Ye Wang
 Next Step: Assistant Professor, Department of Communication Studies, College of Arts & Sciences, University of Missouri – Kansas City
 Chair: Glen Cameron



Erin Willis
 Next Step: Assistant Professor at The University of Memphis, teaching Public Relations
 Chair: Shelly Rodgers

Again, congratulations to each and every one of you!

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SUBMIT AN ARTICLE, ANNOUNCEMENT, OR ITEM OF INTEREST

Deadline for submission for the September newsletter is Friday, August 26. Late submissions will be included on a space- available basis, or in a following month.

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