

Thursday August 9, 8:15 am to 9:45 am

Mass Communication and Society Division

Refereed Paper Research Session: **Politics, News and the Outcomes**

Moderating/Presiding: **Lamar W. Bridges**, Texas A&M-Commerce

Statewide Political Journalism: Public Perceptions of Media Accuracy, Bias, and Problem-Solving Ability

Karen Rowley, David Kurpius, Robert Kirby Goidel,
and **Christopher McCollough**, Louisiana State

The Political World in Storage: How Communication Influences Political Knowledge Structure

Fei Shen, Ohio State

***Local Media, Public Opinion, and State Government Policy: Second-Level Agenda Setting and Political Bias

Yue Tan and **David Weaver**, Indiana

**The Impact of Political Discussion on Political Decision-making

Ming Wang, Wisconsin-Madison and **Bruce Pinkleton**, Washington State

Watching Network News and Supporting a Woman Presidential Candidate: Implications from a Non-Election Year Poll

Hai Tran, North Carolina

Discussant: **Colleen Connolly-Ahern**, Pennsylvania State

**2nd place, faculty paper

***3rd place, faculty paper

Thursday August 9, 11:45 am to 1:15 pm

Mass Communication and Society Division and Religion and Media Interest Group

Refereed Research/Panel Session: **Covering Religion and Politics: Morality, Media Frames and Public Opinion**

Moderating/Presiding: **Marie Hardin**, Pennsylvania State

News Editorials and the Patriot Act

Sean Baker and **Dominique Helou-Brown**, Towson

American Newspaper Coverage of Islam Post – September 11, 2001:

A Community Structure Approach

Jason Katz, Victoria Cullen, Connor Buttner

and **John Pollock**, The College of New Jersey

Framing Islam and Democracy: A Content Analysis of Representations in the U.S. Prestige Press from 1985-2005

Smeeta Mishra, Bowling Green State

Panelists: **Kevin Eckstrom**, Editor, Religion News Service

Paola Banchemo, Alaska at Anchorage

Friday August 10, 1:30-3:00PM
Scholar to Scholar Poster Session

Mass Communication and Society Division

21. Two for the Price of the Adversarial Press Corps
Stephen Banning, Bradley and **Susan Billingsley**, Google, Inc.
22. The Op-Ed Page: Limiting the Debate of Salient Issues
Anita Day, Louisiana State and **Guy J. Golan**, Florida International
23. Terrorism in Film Trailers: Demographics, Portrayals, Violence, and Changes in Content after September 11, 2001
James Ivory and **Andrew Paul Williams**, Virginia Polytechnic;
Jennifer Hatch, William & Mary
and **David Covucci**, Virginia Polytechnic
24. Trivializing the News? Affective Context Effects of Commercials on the Perception of Television News
Christian Schemer, **Joerg Matthes** and **Werner Wirth**, Zurich
25. Media Coverage of the Supreme Court
Emily Metzgar, **Stella Rouse** and **Kaitlyn Sill**, Louisiana State

Discussant: **Tien-Tsung Lee**, Kansas

26. Continuous Media Consumption: Evidence from the Middletown II Studies
Jay Newell, Iowa State; **Robert A. Papper**, **Michael Holmes**
Mark Popovich and **Mike Bloxham**, Ball State
27. Consumer Culture and Lifestyle Politics: The Case of Socially Conscious, Green, and Anti-Consumption Consumption
Mark A. Rademacher, Wisconsin–Madison
28. Excitation Transfer: Arousal States Due to Exercise and Perceptions of Mass Media Images, Media Exposure, and Interpersonal Communication
Claudia Rojo, Texas at Austin
29. Prime Time Characters and Violence in the 21st Century: Involvement, Race, Sex and Age
Nancy Signorielli, Delaware
30. Media Effects on Domestic Migration: The Influence of Money Magazine's "Best Places to Live" Rankings
Sebastian Valenzuela, Texas at Austin

Discussant: **Fuyuan Shen**, Pennsylvania State

Saturday August 11, 8:15 am to 9:45 am

Mass Communication and Society and Newspaper Divisions

Refereed Paper Research Poster Session

Mass Communication and Society Division

1. An Experiment in Female Viewers' Attentiveness to Pro-Esteem Media Messages
Pierre Wilhelm, Athabasca and **Lucian Dinu**, Louisiana at Lafayette
2. Conceptualizations of Female Empowerment and Enjoyment of Sexualized Characters on Reality Television
Mackenzie Cato
and **Francesca Dillman Carpentier**, North Carolina at Chapel Hill
3. Does Gender Still Matter? Issue Emphasis in 2006 U.S. House and Senate Campaign Ads
Kyle Heim, Missouri-Columbia

4. Does Newspaper Coverage of Breast Cancer Produce Frame-setting Effects on Teachers' Perceptions?

Zheng Yang and **Philip Hart**, Cornell University

5. Effects of TV Sexual vs. Physical Violence against Women on Viewers' Gender and Sexual Attitudes

Moon Lee, J.T. Hust, Lingling Zhang, Yungying Zhang
and **Mija Shin**, Washington State

Discussant: **Linda Aldoory**, Maryland

6. All the Children Are Above Average: Parents' Perceptions of Education and Materialism as Media Effects on Their Own and Other Children

Patrick Meirick, Jeanetta Sims, Eileen Gilchrist, Oklahoma;
and **Stephen Croucher**, Bowling Green State

7. Parental Mediation of News Content: Predicting Parental Viewing, Discussing, and Rulemaking About News with Adolescents

Lindsay Hoffman, Ohio State

8. Social Learning of Aggressive, Argumentative and Disrespectful Attitudes Through Stand-up Comedy

Marc Seamon, Robert Morris

9. **Harry Potter and the Exploitative Jackals: Media Credibility Attribute Salience in Young Audiences

Daxton Stewart, Missouri-Columbia

10. The Smokers Inside Kids' Heads: Re-examining Normative Influences on Youth of Tobacco Use

Maureen Schriener, Minnesota

Discussant: **Kathy McKee**, Berry

11. Perceived Influence of Women's Magazine Portrayals on Body Image

Melissa Shrader, American Culinary Federation, and **Denise DeLorme**, Central Florida

12. She May Have That Done: The Third-Person Effect in Plastic Surgery TV Programs

Shu-Yueh Lee, Tennessee

13. The body in Question?: Thin-ideal Media Exposure, Social Physique Anxiety and Third-person Perception About Body Image in Self and Others

Kimberly Bissell, Alabama

14. What Do We Know About Cosmeceutical Product Advertising? Factors Influencing College Women's Beauty Care Decision-making

Juan Meng, Alabama

15. Television and the Cultivation of Gender Stereotypes About Sports

Shinichi Saito, Tokyo Woman's Christian

Discussant: **Julie Andsager**, Iowa

16. Context and Sources in Broadcast Television Coverage of the 2004 Democratic Primary

Geri Alumit Zeldes, Frederick Fico
and **Stephen Lacy**, Michigan State

17. Partisan, Non-partisan Sources and News Media Framing of the Iraq Issue in the 2004 U.S. Presidential Campaign

Arvind Diddi, SUNY Oswego

18. Patterns of failure: A functional analysis of Television Spots of Unsuccessful U.S. Presidential Candidates (1952-2004)

Uche Onyebadi, Missouri

19. Verbal Styles of Presidential Candidates in Political Spots and Debates in the U.S. and South Korea

Hyoungkoo Khang, Sungkyunkwan

20. *Intra-media Interaction: The Multiplicative Effects of News Media Use on Political Knowledge

Fei Shen, Ohio State

Discussant: **Andrea Miller**, Louisiana State

21. Framing Memories and Constructing National Identity: A Newspaper's Role in an International Controversy

Choonghee Han, The University of Iowa

22. Television and social capital in Egypt: A third world examination of Putnam's theory

Hesham Mesbah, Kuwait

23. What Shapes Americans' Opinions About Other Countries? News, Entertainment, and Personal Contact

Xiuli Wang, Di Zhang and Temple Northup, Syracuse

24. Free Press, Front Lines: A Phenomenological Study of Embedded Journalists and Their Military Host Officers During the Iraq War

Ana-Klara Hering, Florida

25. Blood Diamonds: Coverage and Framing in US and Canadian Newspapers

Avril Adrienne De Guzman, Kyung Sun Lee and Sainan Wang, Iowa State

Discussant: **Ivan Pinnell**, West Virginia

26. The Effects of Fear-Arousing Antismoking Ads on College Students: A Cross-Cultural Study

Hwiman Chung, New Mexico State and **Euijin Ahn**, Yeung Nam

27. The marijuana debate: A social structural analysis of newspaper coverage of marijuana

Stacey J.T. Hust, Masahiro Yamamoto, Yi-Chun, Yvonne Chen and Rebecca Van de Vord, Washington State

28. TV sex exposure and college students' sexual expectations attitudes: An experiment

Jack Powers, Ithaca

29. Likelihood of Teachers to Discuss Cover-the-Cough Techniques with Students

Prabu David, Ohio State

30. Examining a status quo shift: The impact of Roe v. Wade on coverage of abortion protest

Michael Boyle, West Chester and **Cory Armstrong**, Florida

Discussant: **Denis Wu**, Boston

31. When "Good" Conflicts Go Bad: Testing a Hierarchy-of-Influences Model on Embeds' Attitudes Toward Censorship in the Iraq War

Tom Johnson, Texas Tech and **Shahira Fahmy**, Southern Illinois

32. Why They Don't Trust the Media – An Examination of Factors Predicting Trust

Tien-Tsung Lee, Kansas

33. Media Bias in the Eye of the Beholder: Issue Importance, Issue Support and Political Identity

Lee Ahern, Mark S. Pfaff, Paul Rutter and Curtis Johnson, Pennsylvania State

34. Selective News Exposure, Rally Effects and the Iraq War

Carolyn A. Lin, Connecticut

35. The Journalist Behind the News: Credibility of Straight, Collaborative, Opinionated and Blogged "News"

Hans Meyer, Doreen Marchionni and Esther Thorson, Missouri

Discussant: **Michel M. Haigh**, Pennsylvania State

36. Electronic Mass Marketing Communications: An Evolving Story
Regarding Perceptions of Unsolicited E-mails Versus Direct Mail

Susan Chang, Miami and **Mariko Morimoto**, Georgia

37. Re-examining the Application of the Elaboration Likelihood Model
to Internet Advertising

Jaime Marshall Baird and **Steven Collins**, Central Florida

38. Electoral Commitment as an Intervening Variable: Explaining Why Age,
Income and Education Affect Newspaper Readership

Jianchuan Zhou, Georgia

39. Media Coverage of West Nile Virus and Avian Flu: News Source,
News Values, and Issue

Tsung-Jen Shih, Rosalyna Wijaya
and **Dominique Brossard**, Wisconsin-Madison

Discussant: **Seungahn Nah**, Kentucky

*1st place, student paper

**2nd/3rd place tie, student paper

Sunday August 12, 8:15 am to 9:45 am

Mass Communication and Society Division

Refereed Paper Research Session: **On-Line Media: Uses and Effects**

Moderating/Presiding: Amy M. Lauters, Wichita State

Online news: Uses, perceptions and displacement effects over time

Ester De Waal and **Klaus Schoenbach**, Amsterdam

Don't Tread on My Blog: A Study of Military Web Logs

***Michel Haigh**, Pennsylvania State and **Michael Pfau**, Oklahoma

The News Media Function of Government Websites and Communicative
Engagement in Electronic Governance

Ji-Young Kim, Sungkyunkwan

Blog Functions as Risk and Crisis Communication During Hurricane Katrina

Wendy Macias, Karen Hilyard and **Vicki Freimuth**, Georgia

Spiral Of Silence Experiment On An Online Forum: Willingness
To Post A Message And Fear Of Isolation

Gi Woong Yun, Sung-Yeon Park and **Anca Birzescu**,
Bowling Green State

Discussant: **Henry Ruminski**, Wright

*1st place faculty paper

Sunday August 12, 11:45 am to 1:15 pm

Mass Communication and Society Division

Refereed Paper Research Session: **What Are They Saying and Why Are They Saying It?**

News Frames, Antecedents and Effects

Moderating/Presiding: **Barbara S. Reed**, Rutgers

“Your Weight Is Whose Problem?” A Content Analysis of News Frames on Obesity-Related Coverage

Hyo Jung Kim and **Sungwook Hwang**, Missouri-Columbia

**Framing of Public Health Issues: A Content Analysis of Smoking Ban Coverage in Ohio’s Six Major Newspapers

Jennette Lovejoy, Ohio

News Media Framing of American Indians: A Study of 10 Years of American Indian News Reports from the ABC, CBS, and NBC Broadcast Evening Network News Programs

John Sanchez, Pennsylvania State

*The Dual Role of Ethnic Media With Its Dual Content: The Effect of Local News and Home Country News Connectedness of Ethnic Media on the Sense of Belonging to the Residential Area

Hayeon Song, Southern California

Antecedents to Agenda Setting and Framing in Health and Medical Science News

Sherrie Wallington, **Kelly Blake**, **Kalahn Taylor-Clark** and **Vish Viswanat**, Harvard

Discussant: Benjamin J. Bates, Tennessee

*Moeller student competition winner

**2nd/3rd place student paper

Sunday August 12, 1:30 pm to 3 pm

Mass Communication and Society Division

Refereed Paper Research Session: **Media Health Information: Not for Women Only**

Moderating/Presiding: **Janet A. Bridges**, Sam Houston State

Food for Thought: The Role of Nutritional Information on Children’s Purchase Influence of Food Products

Courtney Childers, Tennessee

What Are We Saying About Sex? A Content Analysis of Sexual Health Issues in the Print News Media

Lesia Hatley Major and **Kimberly Walker**, Indiana

Interplay Between Media Use and Social Participation in the Context of Healthy Lifestyle Behaviors: The Mediating Role of Interpersonal Health Communication

Chul-joo Lee, Pennsylvania

Antecedents of College Student’s Future Intentions to Undergo Cosmetic Surgery: A Structural Equation Modeling Approach

Jin Seong Park and **Chang-Hoan Cho**, Florida

Cancer Research Funding and the Press: Identifying a Relationship and Raising the Question of Causality

Jason Reineke and **Michael Slater**, Ohio State; **Marilee Long**, Colorado State and **Erwin Bettinghaus**, Klein Buendel, Inc.

Discussant: **Sammy (Sang) Lee**, West Virginia