

# COMMUNICATION RESEARCH CENTER

Newsletter | Spring 2016



**Boston University** College of Communication  
Communication Research Center

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## ABOUT THE CRC

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Research is an integral part of faculty activities in the College of Communication (COM) at Boston University. Researchers at COM use the most advanced theory and methods to examine communication phenomena. Addressing both theoretical and applied problems and their intersection from quantitative and qualitative perspectives, faculty engage in the most cutting-edge developments in communication research that provide an extraordinarily fertile ground for innovation and science.

The Communication Research Center (CRC) was established in 1959 and reorganized in 1994. The CRC pioneered the use of television as a research tool, conducting systematic analyses on the effects of television on children and measuring political opinions and voting intentions. This early beginning led the CRC to develop a specialty in survey research methodology.

Today, the CRC has 22 research fellows who specialize in topics including: media effects, media studies, emerging media, political communication, public relations, impact of media on popular culture and adolescents, international communication, communication law, and health communication. Several research faculty also serve as editors of competitive peer-reviewed journals.

In 2009 the CRC established the Communication Research Colloquium Series consisting of monthly research presentations that highlight current and original research of faculty in COM. This forum provides an intellectual exchange of ideas and perspectives, features scholarship in several methodological traditions, and fosters discussions among faculty and students about a variety of research topics in the field of communication.

In 2011 the Dr. Melvin L. DeFleur Distinguished Lecture Series was established. Each year two distinguished scholars from outside of the university are invited to share their outstanding scholarship, expertise, and experience with the BU community. In recognition of the pioneering and inspirational contributions of Dr. Melvin L. DeFleur to the field of mass communication research and his service as a venerable and inexhaustible member of COM's CRC, the faculty members named this series in his honor.



# LETTER FROM THE CO-DIRECTORS

We had a very eventful past year in the CRC. First, we would like to extend our deepest gratitude and appreciation to Dr. Michael Elasmr for his leadership, dedication, and commitment to the CRC for the past 21 years. His journey as Director of the center from 1994 to 2015 is a testament of his relentless passion and determination to advance research at COM.

We are excited to present this inaugural issue of the official CRC newsletter which will be distributed twice a year. This first issue contains a special feature on the history of the CRC, along with news about facility and technology updates, distinguished lectures and colloquium talks, upcoming presentations, and publications among the CRC research fellows.

Since Fall 2015 we have made several big updates to the CRC. We now have facilities specially dedicated to graduate student research (Graduate Research Hub), data analysis and coding (Data Analysis and Coding Lab), experiments designed to capture natural responses to media (Naturalistic Research Area), and stimulus construction (Stimulus Collection and Production Lab). In addition, we have an updated Multipurpose Research Room that provides flexible arrangements to conduct research using multiple methods (e.g., interviews, experiments, and focus groups). We also adopted iMotions, a biometric research platform that allows us to collect galvanic skin response and remote eye tracking data.

At the start of Spring 2016 we hired graduate students, Jacob Rohde and Shao Shu, to serve as lab managers of the CRC. We are tremendously grateful for their assistance as they have created our new scheduling system for technology and room reservations, assisted faculty and students with the new equipment, coordinated and taped CRC sponsored events, and created this newsletter. Without their support, this transition would not have been possible.

We want to also thank several individuals – Tom Fiedler, Maureen Mahoney, Charles O'Connor, David Cotter, Brad Fernandes, Jacob Boucher, and Lydia Morales – who greatly supported us with these recent updates to the center. As this semester draws to a close, we are enthusiastic to welcome new faculty and students in the fall and look forward to continuing to expand the CRC as a resource for COM faculty and students and beyond.



Mina Tsay-Vogel, Ph.D., CRC Co-Director



James Cummings, Ph.D., CRC Co-Director

# HISTORY OF THE CRC

by Dr. Michael G. Elasmr

I was privileged to serve as Director of the Communication Research Center (CRC) at Boston University from 1994 to the end of December 2015. Here are some reflections about the evolution of the CRC from 1959 to 2015.

The CRC was first established as part of Boston University in 1959.

1960s and 1970s – From its launch and throughout the 1960s and 1970s, researchers affiliated with the CRC made pioneering contributions to the body of knowledge about the effects of television on children and other salient issues of that era.

Early activities of the CRC appear in the pages of Public Opinion Quarterly. Here is an entry in the Spring 1965 issue of POQ:

“The Communication Research Center of the School of Public Communication at Boston University (640 Commonwealth Ave., Boston 15) has recently announced the completion of a laboratory study on “the effects of directing anxiety-arousing message cues at personal and impersonal referents.” Ninety-one married male subjects with children were assigned to one of six experimental conditions, involving exposure to taped messages on the Civil Defense fallout shelter programs, varied in terms of high and low anxiety appeal directed at the subject, his family, and “members of society in general.” As in earlier studies, high anxiety appeals were found less effective than low anxiety appeals when these were directed at the subject himself, but high anxiety appeals were found more effective when directed at the subject’s family. The study was directed by Professor Frederick A. Powell, and is fully reported in Communication Research Center Report No. 10. The Center has also announced the completion of two studies, directed by Daniel L. Griffin and Frederick A. Powell, of impact, readership, and reactions elicited among college student samples by a series of varied college newspaper advertisements of the Equitable Life Assurance Society of the United States. The studies involved certain departures in readership testing, and are fully reported in Communication Research Center Reports No. ii and 12” (pp. 158–164).

Another entry in Public Opinion Quarterly also from 1965 but from the Fall issue states:

“The Communication Research Center of the School of Public Communication of Boston University (640 Commonwealth Area, Boston 02215) has announced the completion of two studies: An Experimental Analysis of Some Determining Factors in Persuasion and Attitude Formation:

I. “An Order-Effect Hierarchy” in Primary-Recency is a proposal for hierarchical classification of variables which have been shown “to induce primary or recency effect” in persuasive communication. Written by Ralph L. Rosnow, Robert F. Holz, and Jack Levin, the report is now in press for the Journal of Social Psychology and is available from the Center (CRC Report 13). Recommendations for Research Related to the Communication of Gerontological Information, written by F. Earle Barus for the Gerontology Branch, Division of Chronic Diseases, identifies problems in the title topic and proposes four research projects designed to study these problems” (p. 499).



*“From its launch and throughout the 1960s and 1970s, researchers affiliated with the CRC made pioneering contributions to the body of knowledge about the effects of television on children and other salient issues of that era.”*

Yet another entry in Public Opinion Quarterly from the Fall of 1967 states:

“The Communication Research Center (School of Public Communication, Boston University, Boston 02215) has announced the completion of a study entitled “One-sided versus Two-sided Communication under Indirect Awareness of Persuasive Intent,” by Dr. Ralph L. Rosnow. The study deals with whether “subjects in a laboratory opinion change study might become aware of an experimenter’s persuasive intent even in the absence of an explicit forewarning, and, if they should become aware, whether their opinions would be manifested any differently after exposure to a one-sided as opposed to a two sided persuasive communication.” The Center has also announced completion and forthcoming publication of a study entitled “Consonant and Dissonant Communications as Positive and Negative Reinforcement in Opinion Change,” by John F. Corrozi and Ralph Rosnow, and of a study on the effects of awareness in a “before-after opinion change experiment” by Robert F. Holz and Ralph Rosnow” (p. 501).

1980s – Sometime in the 1980s, CRC research activities ceased and the reasons for this are not very clear.

1993 – Upon my arrival to BU in 1993, I noticed that the sign outside the College of Communication main building located at 640 Commonwealth Avenue listed the various academic departments housed within, and among them it listed “Communication Research Center”. When I inquired about how I could get involved in the CRC, I was told by then-Dean Brent Baker, who had recently arrived at COM, that it was news to him that such an entity existed in the College of Communication. Dean Baker encouraged me to investigate the history of the CRC. I discovered that not much in terms of CRC history was left behind by its prior administrators who had themselves departed many years prior to my arrival. As I set out on a mission to assemble whatever historical pieces existed about the CRC, I was asked by the Dean to investigate the possibility of re-launching it. In mid-1993, I put together a proposal for relaunching the CRC. In 1994 I was formally appointed as Director of the Communication Research Center and confirmed by the Boston University Board of Trustees, though there was no compensation for this position.

1994 – My journey as Director of the Communication Research Center journey began with the creation of a dedicated space for the CRC. I envisioned the space to consist of a computer lab that also was also a telephone survey calling center, a hub for quantitative data analysis, and a conference room for research teams. Dean Baker asked me to propose the creation of this space to the COM alumni board. And the alumni responded positively by donating a total of \$50,000. This gift led to the purchasing of 6 computers and the allocation and renovation of a then-office located in the 640 Commonwealth Avenue building (the same space in recent years began being used as the COM faculty/staff coffee lounge). In 1994, this office got equipped with desks and chairs and I personally installed the 6 computers and their corresponding server in what became the physical space of the relaunched Communication Research Center.

*“We took on numerous research projects, both academic and applied, ranging from predicting the influence of political advertising on voting behavior, to understanding the motivations of whale watchers and their preconceptions about the National Marine Sanctuary program.”*

1995 to 1998 – For 4 years, the CRC consisted of myself and a few master’s degree students who were interested in learning about research. We took on numerous

research projects, both academic and applied, ranging from predicting the influence of political advertising on voting behavior, to understanding the motivations of whale watchers and their preconceptions about the National Marine Sanctuary program. We also took on BU-related research projects, for example, we analyzed BU’s very first alumni satisfaction study conducted in 1998. During that period of time, in parallel with my work at the CRC, I was teaching a full load of graduate research methods at COM.



The CRC research team in 1965. Students: Front row, Robert Holz ('65, GRS'68); second row, John Walkley ('68); third row, Jack Levin ('65, GRS'68) and John Corrozi ('66); fourth row, Jeffrey Goldstein ('66); fifth row, Robert Ernest ('65,'66). Sixth row (from left): Professor Earl Barcus, secretary Linda Goldberg and chairman Edward J. Robinson (GRS'50, '53). Back row: Professors Ralph Rosnow and Fred Powell. Photo courtesy of Ralph Rosnow.

In 1996, one of the graduate students who had been assisting me on the various research projects taking place at the CRC received a job offer from an industry that was not previously on my radar screen. The company making the offer was Chadwick Martin Bailey and the industry to which it belonged was “marketing research”. The offer my graduate student received was 35% higher than Communication-based job offers previously acquired by our graduate students. I quickly learned that the marketing research industry was having a difficult time finding qualified employees, and the training that the graduate students were receiving at the CRC was equipping them with the types of knowledge and skills that the marketing research industry greatly valued. As a result of this new realization, I proposed and in 1997 got approval for a new academic concentration within the Department of Mass Communication, Advertising and Public Relations: Applied Communication Research. This concentration primarily be focused on providing students with the knowledge and skills needed for jobs in the marketing research industry.

In 1998, with the encouragement and backing of Dean Baker, I proposed the expansion of the CRC to the then-Provost of Boston University. The Provost enthusiastically supported my plans by allocating the then-vacant basement of 704 Commonwealth Avenue and awarding me an internal grant of \$500,000 for the construction of a new Communication Research Center. I was allowed to design a research center from scratch with the assistance of architects hired by BU. The 704 Commonwealth Avenue basement was gutted, the floors were jack hammered and a new research center got built. I oversaw the construction process of the new space of the CRC on a daily basis. The new CRC consisted of a 30 station telephone survey research lab with remote monitoring capabilities, a server room, a state-of-the-art focus group facility that also doubled as a small group research lab and a web-interface laboratory, a kitchen, a reception area, administrative offices, and bathrooms. In addition to the state-of-the-art tools used for the collection of computer-assisted telephone survey interviewing, the CRC also housed a custom-built first-of-its-kind eye-tracking machine that did not involve any headgear attachment and allowed unobtrusive measurement of eye gaze and pupil dilation while watching media content. Additional tools included a machine that allowed researchers to capture the electrodermal response and other such physiological measures stemming from exposure to mediated messages.

2000 – In the year 2000 we inaugurated the new state-of-the-art space of the CRC at 704 Commonwealth Avenue. The position of Associate Director was created and I asked my then-colleague Dr. Kumiko Aoki to fill it. From the year 2000 and until 2002, while still teaching a full load of classes, I embarked on an experiment in CRC funding by adopting a research company-like operations model. The influx of research contracts to the CRC led the then-Provost to allocate an operational budget for the CRC. This operational budget covered a modest stipend for me and full salaries for two full-time staff members consisting of a contract administrator and a project manager.

I spent endless hours securing research contracts and then carrying out research projects that rivaled those conducted by large commercial research organizations. I also continued to do the type of academic research that was facilitated by having a newly expanded CRC.

One of the studies that we conducted during this period of time was among the first to investigate the benefits of using web surveys, a mode of data collection that was recently introduced. The report stemming from this study was published in the proceedings of the American Statistical Association: [https://www.amstat.org/sections/srms/proceedings/papers/2000\\_159.pdf](https://www.amstat.org/sections/srms/proceedings/papers/2000_159.pdf)). Another study that we conducted was among the first to develop a structural equation model of the process involved in web shopping. Web shopping was, at the time, a newly introduced means for consumers to shop.

The CRC was also commissioned by the Office of the Provost to conduct BU's first Freshmen retention study. I designed the study, my team conducted a literature review of student retention, we identified predictors of student dropout, and we developed survey measures that captured the various predictors. Through the CRC survey lab we conducted a telephone survey of students who had dropped out from BU. The data was analyzed and the results pinpointed the factors that influenced a Freshman's decision to drop out from BU, described the characteristics of Freshmen students who are most prone to dropping out from BU and detailed the sequence and timing of events that typically precede a student's decision to drop out. This information was used for developing early intervention programs that would increase Freshmen retention.

*"I spent endless hours securing research contracts and then carrying out research projects that rivaled those conducted by large commercial research organizations."*



The CRC also conducted a customer satisfaction analysis for what used to be called "Sargent Camp", a BU-affiliated outdoor facility in New Hampshire that encompassed buildings suitable for department retreats and outdoor team building exercises. As was the case for the Freshmen retention study, all phases of research resulted in the pinpointing of those clients most satisfied and those least satisfied with the services provided by "Sargent Camp" and potential clients whose needs are currently unmet by "Sargent Camp's" competition and who could thus be served by "Sargent Camp".

A consulting project undertaken at the CRC during that period of time exemplified the type of innovation that can be achieved by bringing together researchers from various disciplines and having them focus on the same problem and the efforts that I exerted to involve researchers from academic units from across the BU campus. The problem in this case was trying to explain what determines the success level of new product launches. The client for this project was Schneider PR. The study began with a literature review of the factors that were found to affect product launches, this was followed by the development of customized measures that captured the variation of each construct that was

identified in the literature review, and the carrying out of a hybrid mail/web survey of vice presidents of marketing at hundreds of companies.

After obtaining the survey data, I engaged the services of a faculty member from the Department of Mathematics to do the mathematical modeling and a faculty member from the Computer Science division of Metropolitan College to help develop a software simulator. The simulator allowed the user to interface with the mathematical model by entering details about various aspects of a planned product launch and then simulating the likely success of a product launch based on all the things that this user anticipated doing in preparation for the launch. The simulator not only gave the user the likelihood for the product launch to succeed, but also allowed the user to change what they anticipated doing in order to increase the chances that the launch will succeed. As end of project deliverables, Schneider PR received a technical report about the factors that affect the success of product launches, including the derived mathematical model, and a software application that allowed Schneider PR to help its clients simulate the outcome of the launch efforts that they are planning. Joan Schneider and her colleague Jeanne Yocum subsequently released a book partially based on the findings of the study that we had conducted for her: *New Product Launch: 10 Proven Strategies*.

2002 – Two years after I began my experiment of running the CRC as a business-like operation, I realized that there was a significant mismatch between the pace needed to run a business-like operation and the pace at which a university operates. While the business-like operation needed to be running in sprint mode, the pace of all support services within a university ran at turtle speed. I thus came to the conclusion that a business-like operation was not a good fit inside a university setting. In 2002 I informed the then-Provost that the business model experiment that I had initiated needed to end as it was not sustainable. The Provost agreed with my assessment. The CRC's operational budget was discontinued thus ending the modest stipend I was receiving, also ending the presence of the 2 full-time staff members, and the CRC's new mission became solely focused on educating students and fostering faculty research.

2003 to 2015 – This same mission of educating students and fostering faculty research remained until my resignation in 2015. To facilitate survey research at COM, in 2010, with the support of then-Associate Dean Tammy Vigil, I applied for and I received in 2011 a unique blanket authorization (a master protocol) from the Charles River Campus Institutional Review Board (IRB). This authorization allowed the creation of a first-of-its-kind college-level research review board at BU: The COM Research Review Board (RBB). The RBB shrunk the review time of anonymous survey projects submitted by COM faculty and graduate students from upwards of 6 months to less than 1 week.

My appointment as conference co-Chair of the 2013 World Association for Public Opinion Research (WAPOR) brought increased international academic visibility to the CRC. As the person in charge of the WAPOR conference of 2013, I brought the WAPOR conference to the BU campus and along with it hundreds of leading researchers from various disciplines and from all around the globe.

*“To facilitate survey research at COM, in 2010, with the support of then-Associate Dean Tammy Vigil, I applied for and I received in 2011 a unique blanket authorization (a master protocol) from the Charles River Campus Institutional Review Board (IRB).”*

In Spring 2014, I requested to change the name of the concentration in Applied Communication Research (ACR). ACR was the academic program that had stemmed from my work with graduate students at the CRC in the 1990s. The name change request underwent close scrutiny by various committees within BU but was finally approved. The new name beginning in Fall 2016 will become “Marketing Communication Research” a label that better describes what our students do after graduating.

In Spring 2015, I requested that my colleague Dr. Mina Tsay-Vogel be appointed as Associate Director of the CRC.

I resigned from the CRC effective December 31, 2015, thus ending my journey as Director of the CRC 21 years after it first began.

2016 onward – The CRC journey continues with a new team of co-Directors: Dr. Mina Tsay-Vogel and Dr. James Cummings. They will undoubtedly evolve the CRC's mission and take it in new and exciting directions.



**Michael Elasmr, Ph.D.**

# FACILITY CHANGES

We have implemented a number of changes to the CRC facilities and are excited that faculty and students have been quick to take advantage of these newly designated research spaces.

The Multipurpose Research Room (B01B) can be used for a variety of purposes including interviews, experiments, focus groups, meetings, and presentations. The space is now equipped with 6 flexible tables, 12 stackable chairs, a 65" smart 3D TV, a Blu-ray player, and A/V hookups.



The Naturalistic Research Area (B02B) is a living room simulator intended to gather natural responses to media. The room is accompanied with a 65" smart 3D TV, a Blu-ray player, BU cable, and A/V hookups. The space also has a desk with a PC, allowing for the collection of self-reported data following stimulus exposure.

The Data Analysis and Coding Lab (B02C) has 3 dual-monitor PC computer stations for coding of media content (e.g., television programs, advertisements, screen captures, tweets) and data analysis.

The Graduate Research Hub (B04D) is a space devoted to graduate student research. There are 5 open PC computer terminals, 2 open Mac computer terminals, and dedicated work stations for doctoral students.

The Collaborative Research Area (B04E) has been reorganized as an open meeting space for research teams, including 6 tables, 22 chairs, a white board, and a 55" TV with BU cable and A/V hookups.

The Stimulus Collection/Production Lab (B04C) is being transformed into a space dedicated to collecting and producing stimulus materials. There is one Mac computer terminal for video editing and a Blue-ray burner for copying and storing stimulus materials.





B01A: Viewing Room



B01B: Multipurpose Research Room



B02B: Naturalistic Research Area



B02C: Data Analysis and Coding Lab



B03: Reception



B04D: Graduate Research Hub



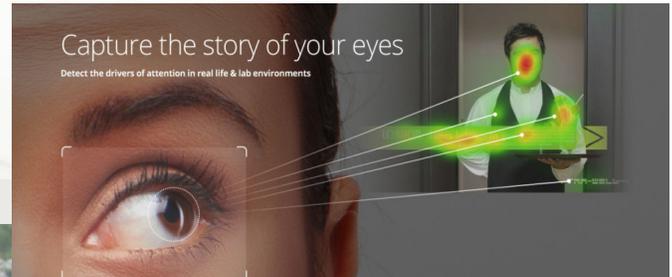
B04E: Collaborative Research Area

# TECHNOLOGY UPDATES

The CRC is excited to announce its recent adoption of iMotions, a modular software platform for physiological assessment, for a variety of uses in experimental media research. Faculty and students are now able to:

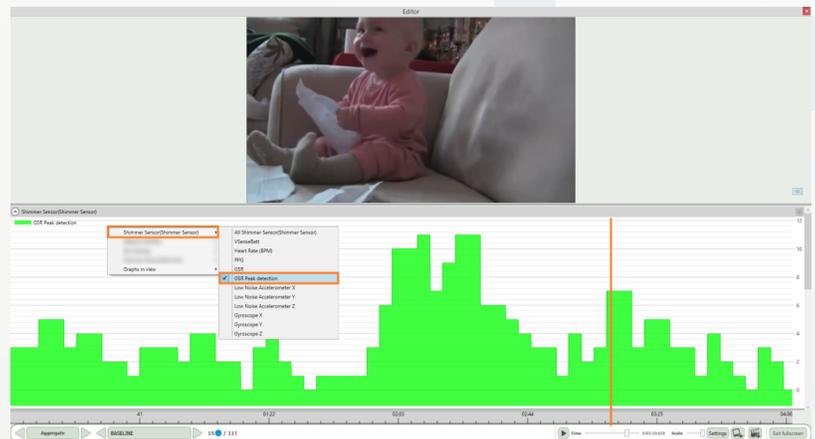
## Measure Eye Tracking

The remote Eye Tracking Module is an easy-to-use platform that provides robust data quality and state-of-the-art visualizations and metrics showing where, when, and what people look at. All raw eye tracking data is easily exported for deeper analysis.



## Measure Emotional Arousal

GSR allows researchers to detect how aroused or stressed individuals are by measuring changes in their skin conductivity. The more emotionally aroused individuals become, the more sweat the hands produce. The peaks show increases in arousal or interest at key times during stimulus exposure.



### Shimmer 3

The Shimmer 3 is a high-quality, clinically validated wristband with finger-tips electrode sensors, well-suited for lab-based research.



### Empatica E4

The Empatica E4 is a wireless wristband best suited for studies in a remote environment that require hand and finger involvement.

# DR. MELVIN L. DEFLEUR DISTINGUISHED LECTURE SERIES

*In recognition of the pioneering and inspirational contributions of Dr. Melvin L. DeFleur to the field of mass communication research and his service as a venerable and inexhaustible member of the CRC, the faculty members of the CRC have named this series in his honor.*

## FALL 2015

DR. ERIK BUCY

*Marshall and Sharleen Formby Regents Professor of Strategic Communication – Advertising, Texas Tech University*

*New Methods for Assessing Communication Influence: Linking Biobehavior and Big Data in a Social Media Era*

Dr. Erik Bucy's lecture examined biobehavioral measures in political communication.

*In recent years, scholars of strategic communication have been turning to biologically based measures for increased precision, including the use of real-time measures of view response, biobehavioral coding of facial displays and other non-verbal communication repertoires, and measurement of vocalic variations, among others.*



## SPRING 2016

DR. ROBIN NABI

*Professor of Communication, University of California, Santa Barbara*

*Why I Study Emotion, and You Should Too*

Dr. Robin Nabi introduced three novel approaches to the study of emotion of media contexts.

*The study of emotion in media-based communication contexts has been largely limited to the study of fear appeals and mood management. Yet there are a multitude of ways in which emotion may be productively integrated into our thinking about message design and effects.*

# RECENT COLLOQUIUM TALKS

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## FALL 2015



### *Violence and Vitriol: Emerging Media in Social Conflict*

Jacob Groshek, Ph.D.

Jacob Groshek discussed a variety of cases related to social media users expressing conflicting viewpoints in order to examine which users are active opinion leaders and whether mobile or web-based content tends more toward incivility and impoliteness. Implications for the changing role of journalism and media in democratic civil society were also presented.



### *Media Without Borders: Task-Switching on Personal Computers*

James Cummings, Ph.D.

James Cummings reviewed research about switching tasks during media use, including descriptions of the frequency of switches and how psychological responses like autonomic arousal predict when switches will occur. He also presented the practical need for new methods to observe switching in natural settings as well as implications of switching for the effective design of entertainment, education, and advertising.

## SPRING 2016



### *The Affect Agenda: How Image and Emotion Influence Voters*

H. Denis Wu, Ph.D.

H. Denis Wu presented studies of recent U.S. presidential elections showing that images of political candidates indeed influence voters at both aggregate and individual levels. Other topics, such as the role of visual and verbal cues in communicating affective information, whether positive or negative tone is more powerful, and the role of emotion in agenda-setting effects were discussed.



### *Mean Girls, Stealth Girls, Sidekicks, and Targets: A Thematic Analysis of Female Characters in Tweencoms*

Patrice Oppliger, Ph.D.

Patrice Oppliger's talk focused on a thematic analysis of character tropes depicted in the highly popular tweencoms ranging from *Clarissa Explain It All* (1991–1994) to *K.C. Undercover* (2015–present). She also explored the implications of such representations in the context of relational aggression.

# UPCOMING COLLOQUIUM TALKS

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## SEPTEMBER 2016



Tammy Vigil, Ph.D.

### *The 2012 RNC & DNC: How the Coronation Became a Battlefield, Again*

For three decades political pundits and scholars complained that the national nominating conventions by major U. S. parties had become overly predictable events that served as little more than “coronation parties” for predetermined nominees. Arguing that these campaign events offered little by way of surprise or even newsworthy events, critics often waxed nostalgic for what they claimed were more eventful and interesting conventions of the past and longed for more exciting contemporary gatherings. In this presentation, Dr. Tammy R. Vigil, author of *Connecting with Constituents: Identification Building and Blocking in National Convention Speeches*, will examine various facets the 2016 Republican and Democratic national conventions. She will focus on the communicative aspects of the conventions, including the deliberative arguments from the contested GOP gathering and the ways each party eventually built the case for a candidate not all party members were excited about.

## OCTOBER 2016



Edward Downes, Ph.D.

### *Messages from the Hill: An Updated Report on the Congressional Press Secretary*

Few in the United States realize virtually every member of Congress employs his or her own press secretary, a person dedicated to meticulously crafting and delivering that politician’s image. These individuals’ well-honed and artfully packaged messages affect our thinking; they angle our opinions; and they shape our perceptions of national and international political issues. Throughout the United States, good citizens absorb the portrayals the press secretaries create, and participate in the democratic process according to what they have learned. For good or ill, our country’s functioning depends upon their behind-the-scenes work, and our laws are built on their communications. In this presentation, Dr. Edward Downes discusses the metamorphosis of his research unraveling the motivations and practices of these professional communication managers.

# INTERNATIONAL COMMUNICATION ASSOCIATION ANNUAL CONFERENCE

JUNE 9-13, 2016



- Breuer, A. & Groshek, J. *Assessing the potential of ICTs for participatory development in Sub-Saharan Africa with evidence from urban Togo*. To be presented in the “Globalization and Digital Media: Implications for Social Change” session in the Global Communication and Social Change Division.
- Groshek, J. & Christensen, B. *Emerging media and press freedoms as determinants of nonviolent and violent political conflicts, 1990–2006*. To be presented in the “Media & Democracy: Press Freedom and Censorship” session in the Political Communication Division.
- Groshek, J. *Organically modified news networks: Gatekeeping in social media coverage of genetically modified organisms*. To be presented in the “Communicating Nature, Sustainability, and Environmental Issues Using Online Media Channels” session in the Environmental Communication Division.
- Guo, L. *WeChat as a semi-public alternative sphere: Exploring the use of WeChat among Chinese older adults*. To be presented in the “The Politics of Social Media in China” session in the Communication and Technology Division.
- Halpern, D., Valenzuela, S. & Katz, J. E. *How deliberation leads to collective efficacy in social media: An experiment from the field*. To be presented in the “Processing Social Information” session in the Information Systems Division.
- Halpern, D., Valenzuela, S. & Katz, J. E. *Selfies and romantic relationships: Selfprojection via online images associated with lower quality of romantic relationships*. To be presented in the “Selfies and Self-Presentation Online” session in the Communication and Technology Division.
- Halpern, D., Valenzuela, S. & Katz, J. E. *“Selfiessism” or “Narcissism”? A crosslagged panel answer*. To be presented in the “CAT Hybrid Session 3: Social Media, Interactions and Self-Presentation” session in the Communication and Technology Division.
- Krakowiak, K. M., & Tsay-Vogel, M. *Are good characters better for us? The effect of morality salience on entertainment selection and recovery outcomes*. To be presented in the “Audience Connections to Characters” session in the Mass Communication Division.
- Shriram, K., Cummings, J. J., Oh, S. Y., Laha, B., & Bailenson, J. N. *The influence of immersive system features and potential interactions on user presence*. To be presented in the “CAT Hybrid Session 2: Virtual Experiences and Interaction” session in the Communication and Technology Division.
- Tsay-Vogel, M., & Krakowiak, K. M. *The virtues and vices of social comparisons: Examining assimilative and contrastive emotional reactions to media characters*. To be presented in the “Audience Connection to Characters” session in the Mass Communication Division.



Fukuoka, Japan

June 23rd, 2016  
BU College of Communication  
9am - 5pm

# #SCREENTIME

Technological Affordances and Constraints in Mediated Life  
**GRADUATE STUDENT CONFERENCE**

-  @DEMSatBU
-  DEMSatBU
-  demsconf@bu.edu
-  site.bu.edu/demsconference

## UPCOMING

- Downes, E. (2016, May). *Four (powerful) questions about the U.S. House of Representatives' communication managers (and a dirty little secret)*. To be presented at the International Conference on Communication, Media, and Technology in Zagreb, Croatia.
- Downes, E. (2016, May). *The history of the adoption and diffusion of new media—with a public relations emphasis—and a congressional focus*. To be presented at the International History of Public Relations Conference in Bournemouth, England.
- Groshek, J. & Cutino, C. (2016, July). *Meaner on mobile: Incivility and impoliteness in communicating on sociotechnical networks*. To be presented at the Social Media and Society Conference in London, England.
- Groshek, J. and Tandoc, E. (2016, July). *The affordance effect: Gatekeeping and (non)reciprocal journalism on Twitter*. To be presented at the Social Media and Society Conference in London, England.
- Mays, K. (2016, October). *Constructing digital romance: Analysis of mobile dating apps' technological features across platforms*. To be presented at AoIR in Berlin, Germany.
- Mays, K. & Groshek, J. (2016, July). *Structuring the same-sex marriage debate: Comparing content and information networks before and after the Supreme Court ruling*. To be presented at the IAMCR annual international conference in Leicester, UK.
- Tsay-Vogel, M. (2016, July). *Getting to the heart of media enjoyment and appreciation*. To be presented in the School of Journalism and Communication at Xiamen University, Xiamen, China.

## RECENT

- Groshek, J. and Engelbert, J. (2015, December). *Social media use, populism, and electoral participation in the EU*. Presented at the Laboratoire Communication & Politique at L'Université Paris, France.
- Groshek, J. (2015, December). *Pathway to apathy, participation or populism: Social media use and successful campaigns in the 2014/2015 European elections*. Presented at the Campaigning and Voting in Europe (ECEA), Paris, France.
- Jaramillo, D. L. (2016, April). *In pursuit of wholesome TV: The strange path to the Television Code*. Presented at the Screen Arts & Cultures Speaker Series, University of Michigan.
- Jaramillo, D. L. (2016, March). *Violence, drug wars, and quality television drama: The industrial, formal, and intertextual value of Netflix's Narcos*. Presented at the Page-Barbour Conference, "The Drug Wars in the Americas: Culture and Histories," at the University of Virginia.
- Jaramillo, D. L. (2016, March). *Kingpins no more: The evolving Mexican Narco on U.S. television*. Presented at the Society for Cinema and Media Studies Conference, Atlanta, GA.
- Jaramillo, D. L. (2016, November). *"Housewives don't show their bosoms": Pre-code television viewers and the quest for government censorship*. Presented at the Film and History Conference, Madison, WI.
- Katz, J. E. & Crocker, E. T. (2015, November). *Selfies from communicational and psychological perspectives. "Time—Truth—Tradition."* Presented at the 6th International Conference on Visual Learning, Budapest, Hungary.

## RECENT (cont.)

- Rice, R. E., Pearch, K. E., & **Katz, J. E.** (2015, October). *Expanding the digital divide framework: Results from 15 years of research*. Presented at the Partnership for Progress on the Digital Divide 2015 International Conference, Scottsdale, AZ.
- Tsay-Vogel, M.** (2015, September). *The synergistic power of television and social media: Examining the evolution of social TV*. Presented in the Department of Communication & Technology at National Chiao Tung University, Hsinchu City, Taiwan.
- Tsay-Vogel, M.** (2015, June). *The psychological and interpersonal impact of emerging media: Bridging academia and practice*. Keynote speaker for the Graduate Student Conference, #Screentime: Integrated Communication, Digital Diffusion and the Networked Era, Boston University, Boston, MA.
- Tsay-Vogel, M.** (2015, June). *Psychology of mass communication*. Presented in experts panel at the annual meeting of the Bullying Research Network, Boston University, Boston, MA.
- Tsay-Vogel, M.** (2015, May). *Psychological and social effects of social TV on audiences and recommendations for industry professionals*. Presented in the Economics & Management School at Beijing University of Posts and Telecommunications in Beijing, China.
- Tsay-Vogel, M.** (2015, May). *Theoretical approaches to examining social TV and the increasing symbiotic relationship between TV and the web*. Presented in the School of Journalism & Communication at Shanghai International Studies University in Shanghai, China.
- Tsay-Vogel, M.** (2015, March). *Beyond sheer entertainment: The psychology of social TV and implications for TV marketing*. Presented in the School of Economics and Management at Southwest Jiaotong University in Chengdu, China.
- Vigil, T. R.** (2016, April). *Republican motherhood, American womanhood and the women who would be First Lady: Representations of females and femininity in national convention addresses by nominees' spouses*. Presented at the Midwest Political Science Association conference.
- Vigil, T. R.** (2016, February). *Presidential politics and the media: The more things change, the more they stay the same*. Presented for the SIR 2016 Thought Leadership Speaker Series in Richmond, VA.
- Wu, H. D. & Guo, L.** (2015, August). *Linking agenda networks between media and voters*. Presented at the annual



Edward Downes, Ph.D.

### Edward Downes receives Frank Scholar recognition at University of Florida

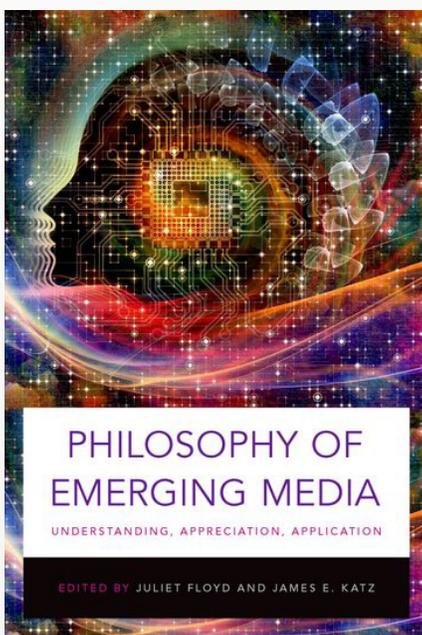
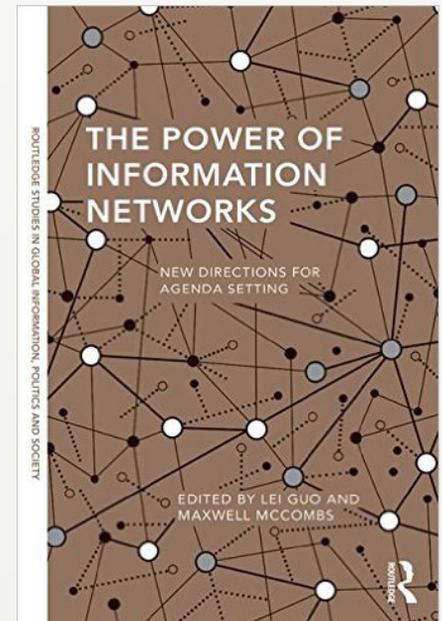
Eddie was one of 25 “Frank Scholars” chosen to participate in an original conference sponsored by the University of Florida’s College of Journalism and Communication. The conference focused on the value of science-based/data-driven approaches to strategic public communication, and a receptiveness to interdisciplinary scholarship, to create “meaningful and lasting social change in the public interest.”

# BOOK PUBLICATIONS

## *The Power of Information Networks: New Directions for Agenda Setting*

Edited by **Lei Guo** and Maxwell McCombs

The news media have significant influence on the formation of public opinion. Called the agenda-setting role of the media, this influence occurs at three levels. Focusing public attention on a select few issues or other topics at any moment is level one. Emphasizing specific attributes of those issues or topics is level two. The *The Power of Information Networks: The Third Level of Agenda Setting* introduces the newest perspective on this influence. While levels one and two are concerned with the salience of discrete individual elements, the third level offers a more comprehensive and nuanced perspective to explain media effects in this evolving media landscape: the ability of the news media to determine how the public associates the various elements in these media messages to create an integrated picture of public affairs. This is the first book to detail the theoretical foundations, methodological approaches, and international empirical evidence for this new perspective. Cutting-edge communication analytics such as network analysis, Big Data and data visualization techniques are used to examine these third-level effects. Diverse applications of the theory are documented in political communication, public relations, health communication, and social media research.



## *Philosophy of Emerging Media: Understanding, Appreciation, Application*

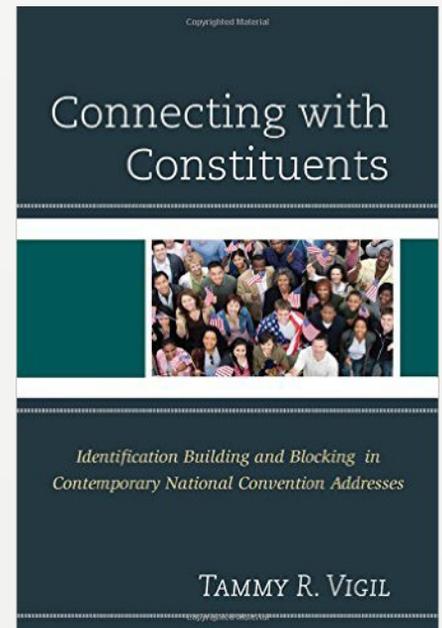
Edited by Juliet Floyd and **James E. Katz**

This volume's purpose is to develop, broaden and spark future philosophical discussion of emerging media and their ways of shaping and reshaping the habitus within which everyday lives are to be understood. Drawing from the history of philosophy ideas of influential thinkers in the past, intellectual path makers on the contemporary scene offer new philosophical perspectives, laying the groundwork for future work in philosophy and in media studies. On diverse topics such as identity, agency, reality, mentality, time, aesthetics, representation, consciousness, materiality, emergence, and human nature, the questions addressed here consider the extent to which philosophy should or should not take us to be facing a fundamental transformation.

## *Connecting with Constituents: Identification Building and Blocking in National Convention Addresses*

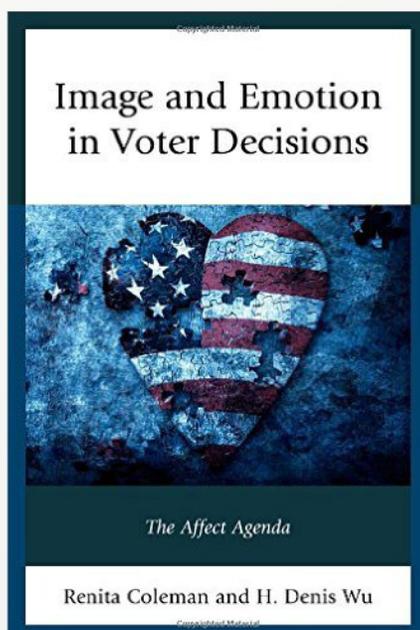
Tammy R. Vigil

Connecting with Constituents explores speeches delivered at national nominating conventions from historic, strategic, and analytic perspectives. Focusing on the strategies speakers use to appeal to particular facets of the American audience, this book illustrates the importance of nominating conventions as part of an ongoing national conversation about the political character of the country and its people. The individual chapters focus on different types of convention orations, including keynote speeches, acceptance addresses by presidential and vice presidential nominees, orations by the candidates' wives, and addresses by other surrogate speakers. Each chapter provides a brief history of a particular type of oration, an explication of speakers, speeches, and contexts from the RNC and DNC between 1980 and 2008, and an in-depth comparative analysis of 2012 Republican and Democratic speeches. The book demonstrates how candidates and those speaking on their behalf employ strategies (such as telling personal stories, using jokes, offering intra-party appeals, acclaiming accomplishments, and framing the opponent in particular ways) to alter how citizens build, or fail to build, personal connections with the speakers, the parties, and their nominees. These analyses reveal more than simply how speakers and speech-writers persuade audience members; they show how would-be leaders view their potential constituents. They also highlight key social, historical, and political changes in the nation.



## *Image and Emotion in Voter Decisions: The Affect Agenda*

Renita Coleman and H. Denis Wu



Drawing on a decade of their own research from the 2000 to 2012 U.S. presidential elections, Renita Coleman and Denis Wu explore the image presentation of political candidates and its influence at both aggregate and individual levels. When facing complex political decisions, voters often rely on gut feelings and first impressions but then endeavor to come up with a “rational” reason to justify their actions. Image and Emotion in Voter Decisions: The Affect Agenda examines how and why voters make the decisions they do by examining the influence of the media’s coverage of politicians’ images. Topics include the role of visual and verbal cues in communicating affective information, the influence of demographics on affective agenda setting, whether positive or negative tone is more powerful, and the role of emotion in second-level agenda setting. Image and Emotion in Voter Decisions will challenge readers to think critically about political information processing and a new way of systematically thinking about agenda setting in elections.

# JOURNAL ARTICLES & BOOK CHAPTERS

## IN PRESS

- Elasmar, M. G. (in press). Cross-border mediated messages. In L. Cheng, (Ed.). *Handbook of Intercultural Communication*. Berlin, Germany: De Gruyter Mouton.
- Elasmar, M. G. & Groshek, J. (in press). An historical overview and future directions in the conceptualization of country images. In J. Fullerton and A. Kendrick (Eds.), *Reader in Place Branding and Public Diplomacy: The Model of Country Concept*. Peter Lang.
- Groshek, J. (in press). Organically modified news networks: Gatekeeping in social media coverage of genetically modified organisms. In M. Adria and Y. Mao (Eds.), *Citizen Engagement and Public Participation in the Era of New Media*. IGI Global.
- Groshek, J., Ogan, C., & Kiran, S. (in press). Development institutions. In W. Donsbach (Ed.), *The International Encyclopedia of Communication*. Wiley-Blackwell.
- Groshek, J., Guo, L., & Elasmar, M. (in press). A sample methodology for extracting and interpreting country concept from social media users and content. In J. Fullerton and A. Kendrick (Eds.), *Reader in Place Branding and Public Diplomacy: The Model of Country Concept*. Peter Lang.
- Jaramillo, D. L. (forthcoming). Generation kill: The invasion of Iraq as seen on HBO. Douglas Cunningham and John Nelson (Eds.), *The Wiley-Blackwell Companion to the War Film*. Malden, MA: Wiley-Blackwell.
- Lai, C. H. & Katz, J. E. (in press). Adaptation of collection action in a web of mixed-mode and networked environment: Meetup groups as an example of an ecological response. *The Information Society*.
- Oppiger, P. A., (in press). Review of the book *Pretty/Funny: Women Comedians and Body Politics* by L. Mizejewski. 2014. *HUMOR: International Journal of Humor Research*.
- Reich, J., Ling, G., Groshek, J., & Farraye, F. (in press). Social media use in patients with inflammatory bowel disease. *Inflammatory Bowel Diseases*. [ISI: 4.46]
- Tsay-Vogel, M., & Krakowiak, K. M. (in press). Can watching reality TV motivate you to be more altruistic? The prosocial effects of lifestyle transforming reality programs. *Journal of Broadcasting & Electronic Media*.

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- Cummings, J. J., & Bailenson, J. N. (2016). How immersive is enough? A meta-analysis of the effect of immersive technology on user presence. *Media Psychology, 19*(2), 272-309.
- Halpern D. A., Valenzuela S. A., Katz, J. E. (2016). "Selfie-ists" or "Narci-selfiers"? A coss-lagged panel analysis of selfie taking and narcissism. *Personality and Individual Differences, 97*, 98-101.
- Kim, J., & Tsay-Vogel, M. (2016). Enjoyment and appreciation as motivators for coping: Exploring the therapeutic effects of media messages on perceived threat. *International Journal of Communication, 10*, 1786-1808
- Reeves, B., Yeykelis, L., & Cummings, J. J. (2016). The use of media in media psychology. *Media Psychology, 19*(1), 49-71.
- Sanders, M. S., & Tsay-Vogel, M. (2016). Beyond heroes and villains: Examining explanatory mechanisms underlying moral disengagement. *Mass Communication and Society, 19*, 230-252.
- Tsay-Vogel, M., & Krakowiak, K. M. (2016). Effects of hedonic and eudaimonic motivations on film enjoyment through moral disengagement. *Communication Research Reports, 33*(1), 54-60.
- Wu, H. D., Groshek, J., & Elasmar, M. G. (2016). Which countries does the world talk about? An examination of factors that shape country presence on Twitter. *International Journal of Communication, 10*, 1860-1877.

## 2015

- Al-Rawi, A. and Groshek, J. (2015). Arab Iranians and their social media use. *CyberOrient: Online Journal for the Virtual Middle East, 9*(2).
- Chung, D. S., Tsay-Vogel, M., & Kim, Y. S. (2015). Who's following Twitter? Coverage of the microblogging phenomenon by U.S. cable news networks. *International Journal of Communication, 9*, 3369-3393.
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- Groshek, J., & Al-Rawi, A. (2015). Anti-austerity in the Euro crisis: Modeling protest movements through online-mobile-social media use and content. *International Journal of Communication*, 9, 3280-3303.
- Guo, L., & Vargo, C. (2015). The power of message networks: A big-data analysis of the Network Agenda Setting Model and issue ownership. *Mass Communication and Society*, 18(5), 557-576.
- Guo, L. (2015). Exploring the link between community radio and the community: A study of audience participation in alternative media practices. *Communication, Culture & Critique*. Advance online publication.
- Halpern, D., & Katz, J. E. (2015). Can virtual museums motivate students? Towards a constructivist learning approach. *Journal of Science Education and Technology*, 24(6), 776-788.
- Jaramillo, D. L. (2015). Astrological TV: The creation and destruction of a genre. *Communication, Culture, and Critique*, 8(2), 309-326.
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- Krakowiak, K., M., & Tsay-Vogel, M. (2015). The dual role of morally ambiguous characters: Examining the effect of morality salience on narrative responses. *Human Communication Research*, 41(3), 390-411.
- Lambert, C. A. (2015). Digging for victory gardens. In R. Waters (Ed.), *Public Relations in the Nonprofit Sector: Theory and Practice*. New York City: Routledge.
- Lee, S. K. & Katz, J. E. (2015). Bounded solidarity confirmed? How Korean immigrants' mobile communication configures their social networks. *Journal of Computer-Mediated Communication*, 20(6) 615-631.
- Oppliger, P. A., & Davis, A. (2015). Portrayals of bullying: A content analysis of picture books for preschoolers. *Early Childhood Education Journal*.
- Reeves, B., Cummings, J. J., Scarborough, J. K., & Yeykelis, L. (2015). Increasing energy efficiency with entertainment media an experimental and field test of the influence of a social game on performance of energy behaviors. *Environment and Behavior*, 47(1), 102-115.
- Tsay-Vogel, M., & Nabi, R. L. (2015). The power of positive action: Exploring the role of participatory behaviors through the lens of the tripartite model of media enjoyment. *Journal of Broadcasting & Electronic Media*, 59(4), 658-678
- Tsay-Vogel, M. (2015). Me versus them: Third-person effects among Facebook users. *New Media & Society*. Advance online publication.
- Tsay-Vogel, M., & Krakowiak, K. M. (2015). Exploring viewers' responses to nine reality TV subgenres. *Psychology of Popular Media Culture*. Advance online publication.
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