COM CRC NEWSLETTER

FALL 2018 ISSUE

BU

Boston University College of Communication

Communication Research Center

Research is an integral part of faculty and student activities at Boston University. Researchers at COM use the most advanced theory and methods to examine communication phenomena. Addressing both theoretical and applied problems through a range of quantitative and qualitative perspectives, faculty and students 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. The CRC recently updated a number of research tools such as the iMotions biometric research platform which allows faculty and students to examine physiological responses to media (e.g., websites, ads, television programs, and video games). Other recent additions include a virtual reality system which aids faculty and students to investigate issues related to psychological presence, empathy, and immersive storytelling.

Today, the CRC has 35 research fellows who specialize in topics including: media effects, emerging media, political communication, health communication, public relations, big data analytics, virtual reality, film and television studies, media and adolescents, international communication, and communication law. 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 the CRC, the faculty members named this series in his honor.

TABLE OF CONTENTS

LETTER FROM THE CO-DIRECTORS

This past fall was very eventful! First, we welcomed two new CRC research fellows, Alexander Rochefort and Jiaxi Wu (first-year Ph.D. students in Emerging Media Studies), as well as our full-time CRC Lab & Research Manager, Susie Blair, who we are excited to have on board helping us manage the research center moving forward. In the upcoming spring semester, we look forward to welcoming two more research fellows, Dr. Christopher Wells (Assistant Professor, Division of Emerging Media Studies) and Dr. Dana Janbek (Master Lecturer, Department of Mass Communication, Advertising & Public Relations).

Additionally, we have some important technology updates. We added the electroencephalography (EEG) module to our iMotions suite and have Emotiv EPOC+ headsets available in the center. This module enables users to connect, record, and visualize live EEG data. We also now have an Oculus Go, the CRC's first all-in-one portable virtual reality system, allowing for VR-based research in the field and other locations beyond the lab. Moreover, the CRC now has a full suite of iMac stations in the Stimulus Collection and Production Lab.

We also had a productive semester of onsite data collection in the CRC. Via the COM SONA system, 25 studies were conducted, recruiting participants from 27 different COM courses to participate in 1808 study sessions.

We are incredibly grateful for the work and commitment of our graduate student staff. We would like to thank our CRC Graduate Lab Managers, Saniya Farooqi (M.S. student in Mass Communication), Tanvi Shah (M.A. student in Emerging Media Studies), and Xu Zhang (M.A. student in Emerging Media Studies) for upkeeping the center, overseeing technology and facility reservations, promoting the news and accomplishments of the CRC research fellows and our lecture series, and creating this fall's newsletter. In addition, we truly appreciate the efforts of our SONA Administrator, Wei Guo (M.S. student in Mass Communication) who managed the SONA system for our college this semester. We have been very fortunate to have all of these graduate students onboard and thank them for all their assistance in managing, coordinating, and promoting various research efforts and events this past fall.

As the semester comes to an end, we wish everyone a fantastic and relaxing holiday season. We look forward to all the exciting research in store this coming Spring!

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

James Cummings, Ph.D.
CRC Co-Director

NEW PH.D. STUDENTS IN EMERGING MEDIA STUDIES

Alex Rochefort is a Ph.D. student in the Division of Emerging Media Studies at Boston University's College of Communication. He received his Bachelor's degree in Music Industry from Northeastern University. After graduating he worked in the music industry in New York City as a social media professional for Superfly, a company known for creating and producing the Bonnaroo Music and Arts Festival and Outside Lands Music Festival. He returned to school and completed a Master's in Corporate and Organizational Communication at Northeastern University in 2017.

Alex's research interest is the political economy of social media, broadly conceived. He is particularly interested in the regulation of communication technologies, the ways that social media influence political ideology and participation, and the intersection of law, public policy, and governance of communication platforms. His most recent research has examined the emergence of social media as a public policy issue. Outside of his studies, Alex is an avid tennis player and enjoys hiking and camping.

Alexander Rochefort

Jiaxi Wu is a Ph.D. student in the Division of Emerging Media Studies. Her research emphasis is communication technology and health with a focus on its impact on individuals cognition and behaviors. Currently, she is exploring both experimental and computational approaches. She is interested in revealing the effect of emerging digital media at both the psychological and social levels. Jiaxi received her Bachelor's degree in Journalism from Chongqing University in China and Master's degree in Mass Communication from the University of Wisconsin-Madison. Before enrolling at BU, she was a student facilitator for "Badgers Stepup," a training program that focuses on leadership development, bystander intervention, and alcohol education at UW-Madison. During her time at UW-Madison, she was actively involved in several research projects on community paramedicine, mobile and video games. She has also interned at Global Times and Sina Weibo in China. In her leisure time, Jiaxi enjoys traveling and making good Chinese food at home. Hotpot is her favorite food. She also likes music and plays hammered dulcimer.

Jiaxi Wu

NEW CRC STAFF: LAB & RESEARCH MANAGER

Susie Blair is joining the CRC with years of experience in both multimedia journalism and academic research—she is eager to draw on this experience to facilitate and manage the exciting work being done at the CRC.

Susie most recently worked at Project Zero, a research institute housed at Harvard University's Graduate School of Education. There, she served as a research assistant on the Out of Eden Learn project, an online learning community that digitally connects young people from around the world to engage in intercultural exchange and thoughtful online dialogue. Susie has co-presented research on the project at the Association for Moral Education conference as well as Project Zero Classroom, a professional development institute for educators.

In 2015, Susie received her Bachelor's Degree in Journalism with a minor in Women's, Gender and Sexuality Studies from Northeastern University. During her undergraduate career, she worked as a production assistant at *The Boston Globe*'s North Metro section and at *PRI*'s *The World* (a daily world news radio program).

Susie's research interests lie in intercultural communication, gendered communication, disinformation in online spaces, and youth media literacy.

Susie Blair
Lab & Research Manager
Communication Research Center

NEW FACULTY JOINING IN SPRING 2019

Dr. Christopher Wells worked in environmental politics before attending graduate school at the University of Washington, where he focused on political communication and early social media. In his research, Dr. Wells uses a variety of methods, both conventional and computational, to study how news media coverage takes shape, how citizens learn about politics, and how they choose to participate. His most recent work is the exploration of how people can understand the media around them as a part of the interactive media system.

Christopher Wells, Ph.D.
Assistant Professor,
Division of Emerging Media Studies

Dr. Dana Janbek is an internationally-focused scholar and educator. Her two research agendas focus on the Syrian refugee crisis and on terrorist use of the internet. In addition to a book chapter, Dr. Janbek's research findings were published in a co-authored paper titled "Syrian refugees and information precarity" in *New Media & Society*. Dr. Janbek worked on "The faces of Syrian Refugees" exhibit which was showcased at Boston's City Hall in the summer of 2017. In 2016, she organized a refugee symposium in which refugees and experts came to campus to discuss the immigration debate. Dr. Janbek's research on the use of Internet by terrorist groups looks at how they communicate, plan, and recruit online. In addition to a number of journal articles, she has a co-authored book titled, *Global terrorism and new media: The post Al-Qaeda generation*, published by Routledge.
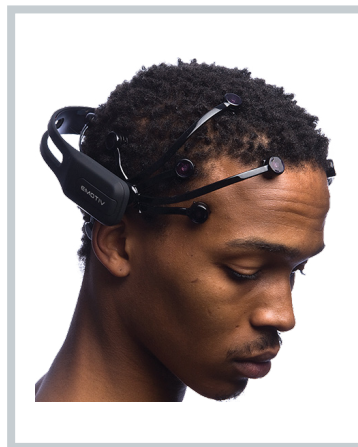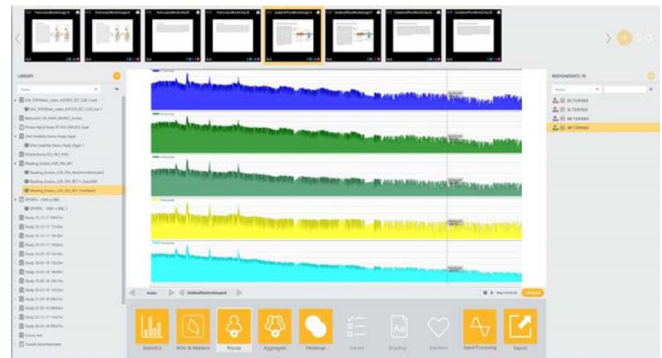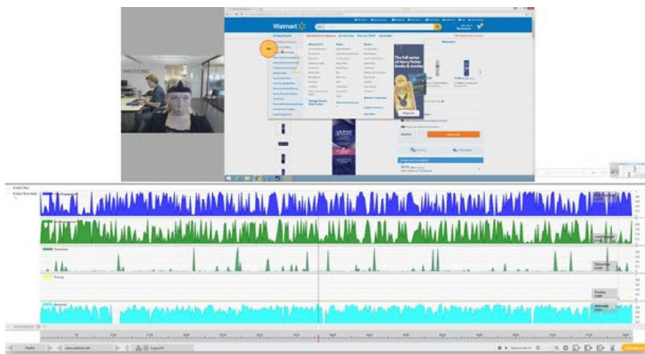
Dana Janbek, Ph.D.
Master Lecturer, Department of Mass Communication, Advertising & Public Relations

 ## EEG iMotions Module

The CRC now offers access to the electroencephalography (EEG) software module through iMotions. This module enables users to connect, record, and visualize live EEG data and metrics from the Emotiv EPOC+ headset. Full overviews of channels, metrics, signal strength, and impedance tests are integrated.

Emotiv EPOC+ Headsets

We have 2 Emotiv EPOC+ headsets available in the CRC to collect EEG data. These are wireless, 14-channel EEG headsets that offer easy set up. Saline-based electrodes ensure a more comfortable experience for participants, while still providing optimal signal quality. The fixed electrode positions ensure consistent recording across participants.

Oculus Go

The Oculus Go is the CRC's first all-in-one portable virtual reality system, allowing for VR-based research in the field and other locations beyond the lab.

B04F: Stimulus Collection and Production Lab

The CRC now has a full suite of iMac computer stations in the Stimulus Collection and Production Lab. This space is dedicated to collecting and producing stimulus materials for research studies. There are 5 iMacs for editing media content and producing stimulus and a small group meeting table.

Lei Guo Received JMC Quarterly's Outstanding Article Award

Dr. Lei Guo and Dr. Chris Vargo of University of Colorado Boulder received the 2017 Outstanding Article Award from *Journalism and Mass Communication Quarterly* for their article titled, "Networks, Big Data, and Intermedia Agenda Setting: An Analysis of Traditional, Partisan, and Emerging Online U.S. News." The award was presented at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC) in Washington, D.C.

This large-scale intermedia agenda–setting analysis examined U.S. online media sources for 2015. The network agenda–setting model showed that media agendas were highly homogeneous and reciprocal. Online partisan media played a leading role in the entire media agenda. Two elite newspapers—*The New York Times* and *The Washington Post*—were found to no longer be in control of the news agenda and were more likely to follow online partisan media. This article provides evidence for a nuanced view of the network agenda–setting model; intermedia agenda–setting effects varied by media type, issue type, and time periods.

Donald K. Wright Received AEJMC'S 2018 Public Service Award

Dr. Donald K. Wright received the 2018 Dorothy Bowles Public Service Award for his many years of work in public relations. The award was presented on Wednesday, August 8 at the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC) in Washington, D.C.

James Cummings, Ph.D.
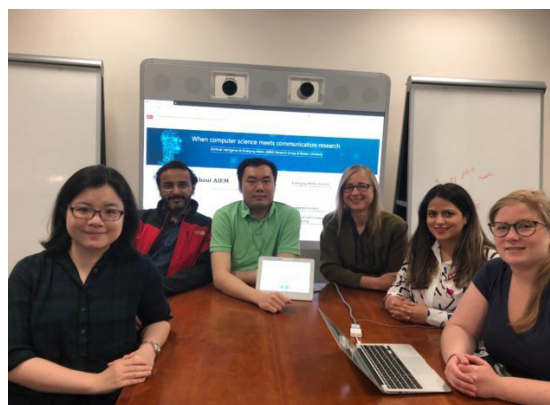

Mina Tsay-Vogel, Ph.D.

BU Digital Health Initiative Grants Research Incubation Award to Study Human-Robot Interactions

Rebecca Khurshid (Department of Mechanical Engineering), James Cummings (Division of Emerging Media Studies), and Mina Tsay-Vogel (Department of Mass Communication, Advertising & Public Relations) were awarded a pilot grant from the BU Digital Health Initiative to conduct a project titled, "Physical and Social Human-Robot Interaction for Fall Prevention and Gait Rehabilitation." This study is in line with the initiative's aim of catalyzing innovative solutions for complex problems facing the health sector. This research intends to design, develop, and evaluate a series of smart robotic walkers with the goal of better enabling the elderly with mobility limitations to maintain, and even improve, their mobility. Each smart walker will offer one or more forms of physical and/or social assistance, beyond what is offered by traditional walkers. The team will evaluate the benefits and limitations of each assistive modality, as well as the ways that the multiple modalities of physical and social support interact with each other, either synergistically or antagonistically.

BU Research Team Awarded $1,000,000 NSF Grant to Analyze Public Communication

Dr. Lei Guo (Assistant Professor of Emerging Media Studies) and other BU faculty including, Dr. Margrit Betke (Professor of Computer Science), Dr. Derry Wijaya (Assistant Professor of Computer Science), and Dr. Prakash Ishwar (Professor of Electrical and Computer Engineering) have been awarded $1,000,000 from the National Science Foundation (NSF) for their proposal titled, BIGDATA: IA: Multiplatform, Multilingual, and Multimodal Tools for Analyzing Public Communication in over 100 Languages.
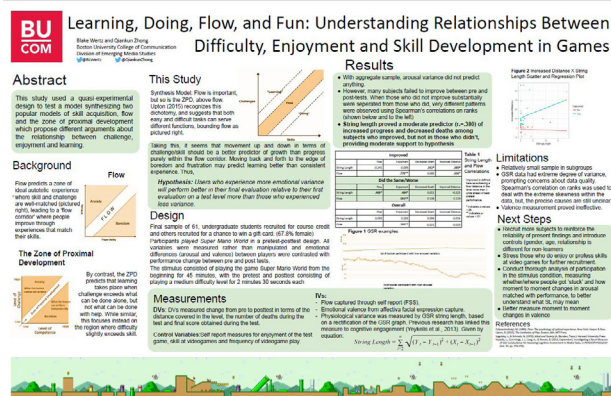

This research project will involve collecting multilingual, multiplatform, and multimodal corpora of text and images originating in the U.S. and reported worldwide, developing an interactive budget-efficient methodology for annotation by experts and crowdworkers that scales effectively, using machine learning and deep learning techniques that exploit multilingual and multimodal representations to develop data analytics tools for entity and frame recognition, sentiment analysis of entities and frames, and curating balanced real-time content collections for many languages. This project is expected to generate analytical tools for social scientists and others to better examine the international flow of public communications. The annotated data will provide training and benchmark datasets that can propel research in entity and frame recognition, sentiment analysis, and other related natural language processing tasks for many languages.

Blake Wertz and Qiankun Zhong Received Best Poster Award in ICA Game Studies Division

Blake Wertz and Qiankun Zhong won Best Poster Award in the International Communication Association (ICA) 2018's Game Studies Interactive Poster Session for their research on difficulty, learning, and enjoyment in video games. This paper used the properties of games as an experimental workshop to gain insight and empirical validation of psychological processes connecting difficulty, learning and enjoyment. In particular, this paper investigated potential alignment between Csikszentmihalyi's (1990) Flow theory, which suggests that enjoyment occurs when the challenge level of a task aligns with an individual's skill level, and Vygotsky's (1978) Zone of Proximal Development, which is the gap in between which individuals can execute the task unaided versus with help due to the associated challenge level.

In doing this, this paper reconceptualizes flow as an ideal state where difficulty and skill match, with *learning* (the Zone of Proximal Development) as the state where difficulty of the task slightly exceeds skill and *doing* as the state where skill slightly exceeds difficulty level. To test this, this paper proposed a pseudo-experimental design using Super Mario World as a stimulus.

Yiyan Zhang et al. Received Best Paper Award in The Eighth Global Communication Forum

Yiyan Zhang and co-authors, Xinzhou Xie and Xiaolin Bo, won Best Paper Award in The Eighth Global Communication Forum, an annual ICA Postconference, for their work on how Chinese county governments utilize online platforms.

With the rapid development of the Internet, online media platforms have been widely utilized by governments at all levels worldwide as a communication channel. The recent scholarship pays much attention to the utilization of online media at national, state/provincial, or municipal levels. However, there are limited studies looked at the local use of online platforms. Based on a national survey of 1,870 county-level administrative units in China, this study reveals

the existence of the regional imbalance in the local utilization of online media. The results also suggest that monetary, personnel, and organizational investment will alter the distinctions among counties in various ways. In the light of the nature of online media platforms and the theories of e-governance, the present study also concludes that the utilization brings both opportunities and challenges to the development of participatory democracy in China.

DISTINGUISHED LECTURE SERIES

Fall 2018 Distinguished Lecture

Janet Fulk, Ph.D.
Professor of Communication and
Professor of Management & Organization
University of Southern California

Lessons from Pelicans: Multilevel Theorizing for the Expertise Economy

Janet Fulk, Ph.D.

FALL 2018

The recent proliferation of multilevel models and research in management-related fields provides a stimulus for enriching our understanding of organizational phenomena that have not previously been conceptualized as primarily multilevel in nature. One such concept is expertise. In an "expertise economy" where crowds are wise and organizational technology such as enterprise social media offer glimpses into how collective knowledge can be harnessed, what is multilevel expertise? Drawing on evolutionary theory, Dr. Fulk's research builds a model of multilevel expertise and suggests how research can address the cross-level and multilevel processes involved in the communication and practice of multilevel expertise in organizations.
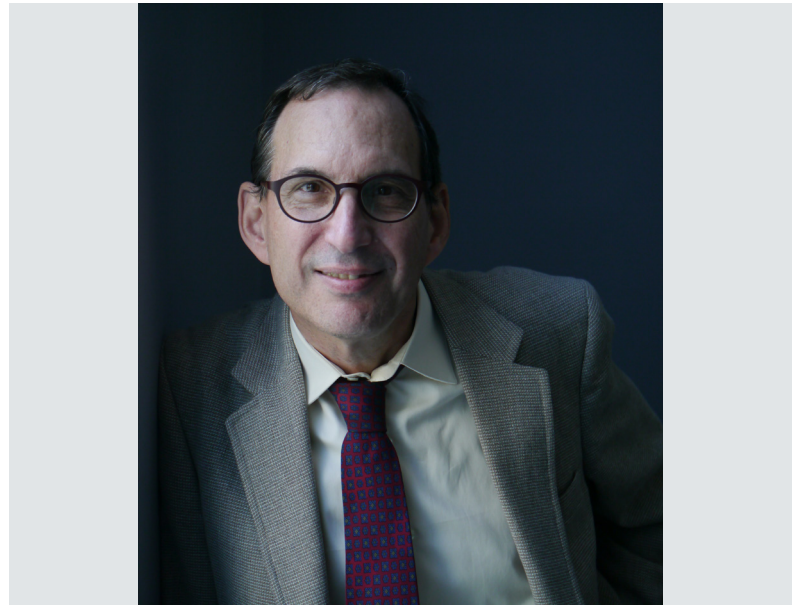
DISTINGUISHED LECTURE SERIES (cont.)

Upcoming Spring 2019 Distinguished Lecture

The Resignation Industry and the Future of Media Studies

Joseph Turow, Ph.D.

SPRING 2019

A "resignation industry" is developing in tandem with—and overlapping with—the growth of the digital interactive media system. The resignation industry carries out pervasive and purposeful corporate undertakings to encourage people to give up thinking they can change data collection by businesses. These activities have the potential of corroding political and cultural democracy. We need a sociology of digital resignation to understand the industry. Research in this area is best carried out with a new understanding of the meaning and nature of "media research."

Joseph Turow, Ph.D.
Robert Lewis Shayon Professor of Communication
University of Pennsylvania

Thursday, April 4, 2019
4:00-5:00 pm

Photonics Center
Colloquium Room (9th floor)

*Reception following the event

COLLOQUIUM TALKS

Hybrid Horrors: Transnationalism, Film Culture, and British Horror Cinema of the 2000s

SEPTEMBER 2018

In 2002, the sprinting, blood-spewing zombies in Danny Boyle's 28 Days Later broke the theatrical drought for British horror films, which had been scarce since the industry crash in the mid-1970s. Dr. Lindsey Decker revealed how embracing transnationalism and genre hybridity helped kick-start and sustain the British horror resurgence of the 2000s and allowed filmmakers to change the conversation around horror in middlebrow British film culture.

Lindsey Decker, Ph.D.
Lecturer, Department of Film and Television

Social Media Research, Measurement & Evaluation in the Public Relations Industry

OCTOBER 2018

This presentation reported on a ten-year longitudinal analysis study examining how research, measurement, and evaluation have been and are being used in contemporary public relations practice. Results were based on a larger than usual number of respondents (n=4,586) all of whom were working public relations practitioners. Fewer than half of the study' s respondents represented organizations or clients that have measured what members of various strategic publics have communicated about them via social or other digital media. Additionally, when measurement is being used, it's more likely to measure communication outputs than communication outcomes.

Donald Wright, Ph.D.
Professor, Department of Mass Communication, Advertising & Public Relations

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

NOVEMBER 2018

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. Downes discussed the metamorphosis of his research, unraveling the motivations and practices of these professional communication managers.

Edward Downes, Ph.D.
Associate Professor, Department of Mass Communication, Advertising & Public Relations

PRESENTATIONS

Jaramillo, D. L. (2019, March). Twitter watchers: The care and feeding of MSNBC in the Trump era. To be presented at the Society for Cinema and Media Studies Conference, Seattle, WA.

Recent

Andersen, B. (2018, November). Social media strategy and analytics. Invited talk at University of Massachusetts Lowell.

Elasmar, M. (2018, November). The impact of cross border communication: The intersection of history, geopolitics, technology and theories of media influence. Invited seminar at the School of Communication at Hong Kong Baptist University.

Katz, J. E. (2018, November). Getting to know you: What are the prospects for people's emotional relationships with AI/robots? Invited speaker, Panel Discussion on Artificial Intelligence, Boston University, Boston, MA.

Wright, D.K. (2018, November). Longitudinal analysis research measuring how social and other digital media are being used in public relations practice. Presented at the International Public Relations Seminar, Bali, Indonesia.

Cahill, T. J. (2018, October). The structural role of user class in chat interactions on Twitch. Paper presented at the 2018 Annual Conference of the Association of Internet Researchers, Montreal, Canada.

Jaramillo, D. L. (2018, September). Social Media and the Unyielding Flow of Cable News in the Age of Trump. Presented at Flow 2018: Precarity, Preservation, Praxis, Austin, TX.

Cahill, T. J., Mays, K., Donegan, J., Gil de Zúñiga, H., & Liu, J. (2018, August). Risk factors for cyberbullying victimization: A survey of adult Internet users in 19 countries. Paper presented at the 101st annual convention of the Association for Education in Journalism and Mass Communication, Washington D.C.

Guo, L. (2018, August). Fake news is not controlled in a controlled environment: An analysis of China's online news. Paper presented at the 101st annual convention of the Association for Education in Journalism and Mass Communication, Washington D.C.

Zhang, Y., Guo, L., Gil de Zúñiga, H. (2018, August). Digital inequalities or personality differences: A longitudinal analysis of social media usage divides in China. Paper presented at the 101st annual convention of the Association for Education in Journalism and Mass Communication, Washington D.C.

Recent (cont.)

Zhong, Q. & Cummings, J. J. (2018, August). The effects of presence on responses to argument quality in a virtual environment. Paper presented at the 101st annual convention of the Association for Education in Journalism and Mass Communication, Washington D.C.

Downes, E. (2018, July). From 'press secretary' to 'communications director' (and beyond): The evolution, over the last half century, of a title with gravitas describing Capitol Hill's public relations specialists. Paper presented at the International History of Public Relations Conference, Bournemouth University, England.

Andersen, B., Chen, M., Wang, D., Zhang, Y., & Tsay-Vogel, M. (2018, May). Media-induced empowerment: Effects of episodic and thematic framing of hedonic and eudaimonic messages on viewers. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Andersen, B., Hair, L., Groshek, J., Krishna, A., & Walker, D. (2018, May). Understanding and diagnosing antimicrobial resistance on social media: A year long overview of data and analytics. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Brinberg, M., Cummings, J. J., Yeykelis, L. (2018, May). How quickly are you switching between content: It might be faster than you think. Paper presented as part of the "Life in Media" symposium conducted at the 30th annual convention of the Association for Psychological Science, San Francisco, CA.

Cahill, T. J. (2018, May). Dimensions of congruity in immersive virtual environments: A framework for the schematic processing of multimodal sensory cues. Paper presented at the conference of the International Society for Presence Researchers, Prague, Czech Republic.

Cummings, J. J., & Mays, K. (2018, May). Trait motivation as a predictor of online dating app behavior. Poster presented at the 68th annual conference of the International Communication Association (Information Systems Division), Prague, Czech Republic.

Cummings, J. J., Tsay-Vogel, M., Cahill, T. J., & Zhang, L. (2018, May). Media-induced empathy: Effects of immersion and message relevance on affective, cognitive, and associative empathy via presence. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Cummings, J. J., & Wertz, B. (2018, May). Technological predictors of social presence: A foundation for a meta-analytic review and empirical concept explication. Paper presented at the International Society for Presence Research semi-annual conference, Prague, Czech Republic.

Elasmar, M. (2018, May). The impact of exposure to Facebook status updates on a user's global cognitive distance. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Guo, L. (2018, May). The rise of non-official voices in China: Intermedia agenda setting in a controlled media environment. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Hair, L., & Cahill, T. J. (2018, May). Cognitive and emotional responses to visual and gender cues in video game livestreaming. Poster presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Kim, S., & Krishna, A. (2018, May). Word-of-mouth motives: Why brand users and non-brand users talk about a brand transgression. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Krishna, A., Connaughton, S. L., & Linabary, J. R. (2018, May). Citizens' political public relations: Theorizing and explicating a new concept integrating political public relations, public diplomacy, and second track diplomacy. Presented at the 68th annual pre-conference of the International Communication Association, Prague, Czech Republic.

Mays, K., & Cummings, J. J. (2018, May). Swiping ad nauseam? The influence of affective state vs. individual traits on Tinder. Paper presented at the 68th annual conference of the International Communication Association (Communication & Technology Division), Prague, Czech Republic.

Mays, K., & Katz, J. E. (2018, May). Possibility or peril? Perceptions of artificially intelligent automated agents. Presented at the 68th annual pre-conference of the International Communication Association, Prague, Czech Republic.

Seaton, K., & Wu, H. D. (2018, May). Making war or peace with emotion: Linking presidential speech, news coverage, and public opinion in the Iraq and Iran cases. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Waldherr, A., & Guo, L. (2018, May). Wave of opportunity: Frame networks of political challengers and news media during a food scandal. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Wang, W., & Guo, L. (2018, May). Framing genetically modified mosquitoes in news and Twitter: Intermedia frame setting in an issue-attention cycle. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Wang, D., & Tsay-Vogel, M. (2018, May). Examining perceptions of the impact of social media on selfie behaviors: A third-person effect perspective. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Recent (cont.)

Wertz, B., & Zhong, Q. (2018, May). Learning, doing, flow, and fun: Understanding relationships between difficulty, enjoyment and skill development in games. Poster presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Wu, H. D. (2018, May). Social media's portholes to the world: Comparing tweets about individual countries in top five languages. Poster presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

Xie, X., Zhang, Y., & Bo, X. (2018, May). The imbalance of online media platforms utilization at county level in China: Opportunities and challenges. Presented at the 68th annual post-conference of the International Communication Association, Prague, Czech Republic.

Zhang, Y., & Vigil, T. (2018, May). Propaganda or persuasion: Mass entrepreneurship and innovation campaign in China. Paper presented at the 68th annual conference of the International Communication Association, Prague, Czech Republic.

MEDIA APPEARANCES

Amazeen, M. A. Profiled in *The American Scholar*, "News or not: When native advertising blends in too well," September 4, 2018. https://theamericanscholar.org/news-or-not/#.W48loZNKiqA

Groshek, J. Quoted in *The Boston Globe*, "Trump threatened Iran in all capital letters. WHY?" July 24, 2018. https://www.bostonglobe.com/news/politics/2018/07/23/trump-threatened-iran-all-capital-letters-does-that-matter/EN62RznXUXF0bDcSEnNmhK/story.html

PUBLICATIONS

Allen, C., Roberts, M., **Andersen, B.,** & Khoury, M. (in press). Communication about hereditary cancers on social media: A content analysis of tweets about hereditary breast and ovarian cancer and Lynch Syndrome. *Journal of Cancer Education*.

Al-Rawi, A., & **Groshek, J.** (in press). What the fake? Assessing the extent of networked political spamming and bots in the propagation of #fakenews on Twitter. *Online Information Review.*

Al-Rawi, A., & **Groshek, J.** (in press). Jihadist propaganda on social media. *International Journal of Cyber Warfare and Terrorism.*

Krongard, S., & Tsay-Vogel, M. (in press). Online original TV series: Examining portrayals of violence in popular binge-watched programs and social reality perceptions. *Psychology of Popular Media Culture.*

McCurdy, P., & **Groshek, J.** (in press). Bytes and Bitumen: Digital advocacy and mediated discourse around TransCanada's proposed #EnergyEast pipeline. In M. Lalancette, V. Raynauld, and E. Crandall (Eds.), *What's #Trending In Canadian Politics? Understanding Transformations in Power, Media, and the Public Sphere*. University of British Columbia Press.

Walsh, J., Andersen, B., Groshek, J., & Katz, J. E. (in press). Are you being served? Communicating with power via mediated support channels. *Media and Communication.*

2018

Allen, C. G., **Andersen, B.,** Chambers, D. A., **Groshek, J.,** & Roberts, M. C. (2018). Twitter use at the 2016 Conference on the Science of Dissemination and Implementation in Health: Analyzing #DIScience16. *Implementation Science, 13*(1), 34.

Allen, C., **Andersen, B.,** Khoury, M., & Roberts, M. (2018). Current social media conversations about genetics and genomics in health: A Twitter-based analysis. *Public Health Genomics*. Advance online publication.

Amazeen, M.A., Vargo, C., & Hopp, T. (2018). Reinforcing attitudes in a gatewatching news era: Individual-level antecedents to sharing fact-checks on social media. *Communication Monographs*. Advance online publication.

Amazeen, M. A., & Wojdynski, B. W. (2018). Reducing native advertising deception: Revisiting the antecedents and consequences of persuasion knowledge in digital news contexts. *Mass Communication and Society*. Advance online publication.

2018 (cont.)

Cummings, J. J., & Wertz, B. (2018). Technological predictors of social presence: A foundation for a meta-analytic review and empirical concept explication. *Proceedings of the 10th Annual International Workshop on Presence* (Prague).

Groshek, J., Katz, J., Andersen, B., Cutino, C., & Zhong, Q. (2018). Media use and antimicrobial resistance misinformation and misuse: Survey evidence of information channels and fatalism in augmenting a global health threat. *Cogent Medicine*, 5(1).

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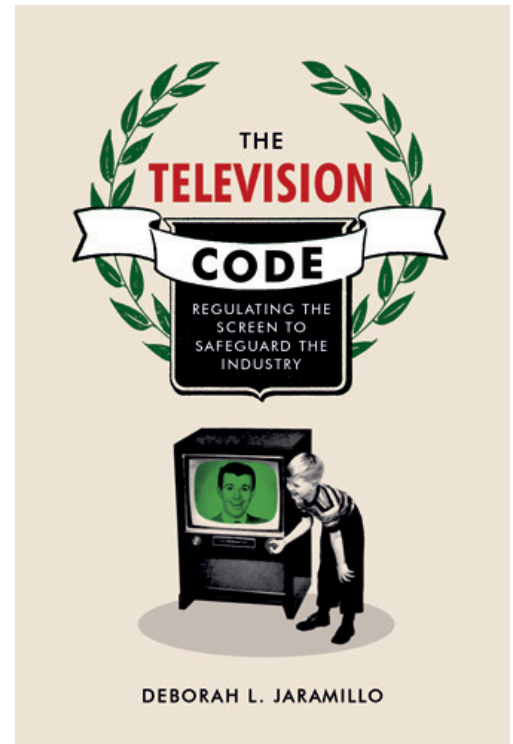
Deborah Jaramillo's New Book, *The Television Code: Regulating the Screen to Safeguard the Industry*

Revisiting early debates about TV content and censorship from industry and government perspectives, *The Television Code: Regulating the Screen to Safeguard the Industry* recounts the development of the Television Code, the TV counterpart to the Hays Motion Picture Production Code.

The broadcasting industry's trade association, the National Association of Broadcasters (NAB), sought to sanitize television content via its self-regulatory document, the Television Code. The Code covered everything from the stories, images, and sounds of TV programs (no profanity, illicit sex and drinking, negative portrayals of family life and law enforcement officials, or irreverence for God and religion) to the allowable number of commercial minutes per hour of programming. It mandated that broadcasters make time for religious programming and discouraged them from charging for it. And it called for tasteful and accurate coverage of news, public events, and controversial issues.

Using archival documents from the Federal Communications Commission, NBC, the NAB, and a television reformer, Senator William Benton, this book explores the run-up to the adoption of the 1952 Television Code from the perspectives of the government, TV viewers, local broadcasters, national networks, and the industry's trade association. Dr. Deborah Jaramillo analyzes the competing motives and agendas of each of these groups as she builds a convincing case that the NAB actually developed the Television Code to protect commercial television from reformers who wanted more educational programming, as well as from advocates of subscription television, an alternative distribution model. By agreeing to self-censor content that viewers, local stations, and politicians found objectionable, Dr. Jaramillo concludes, the NAB helped to ensure that commercial broadcast television would remain the dominant model for decades to come.

About the Author

Deborah L. Jaramillo is an associate professor of television studies at Boston University. She is the author of *Ugly War, Pretty Package: How CNN and FOX News Made the Invasion of Iraq High Concept.*

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