

CRC NEWSLETTER | FALL 2021

COM CRC NEWSLETTER



Boston University College of Communication
Communication Research Center



Communication
Research Center



TABLE OF CONTENTS

ABOUT THE CRC	3
LETTER FROM THE DIRECTOR	4
WHATS NEW AT THE CRC	5
NEW CRC FELLOWS	6
COM RESEARCH COLLOQUIUM SERIES	7
FALL 2021 MELVIN L. DEFLEUR DISTINGUISHED LECTURE	9
LOOKING AHEAD	10
PUBLICATIONS	11
AWARDS	18
CRC STAFF	19

ABOUT THE CRC

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 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 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 40 research fellows specializing in advertising, critical cultural studies, health communication, human-computer interaction, international communication, journalism studies, media entertainment, political communication, and public relations.

The CRC has recently updated several research tools such as the iMotions biometric research platform, which allows faculty and students to examine physiological responses to games. Other recent additions include a virtual reality system that aids faculty and students in investigating issues related to psychological presence, empathy, and immersive storytelling.

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 and features several methodological traditions. It fosters discussions among faculty and students about a variety of research topics in communication.

In 2011, the Dr. Melvin L. DeFleur Distinguished Lecture Series was established. Each year two distinguished scholars from outside 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.



LETTER FROM THE DIRECTOR



**DR. MICHELLE
AMAZEEN, CRC
DIRECTOR**

*This letter is part of
a monthly series
from the Director of
the CRC, Dr.
Michelle Amazeen*

As the new CRC Director, I am humbled and honored to be stepping into the role formerly held by co-Directors Dr. Mina Tsay-Vogel and Dr. James Cummings and prior to them, Dr. Michael Elasmr. Today, with people more dependent upon media than ever before, the importance of studying mediated communication has intensified. The world is fighting a viral pandemic, political extremism and polarization are on the rise, and new technologies and platforms are emerging at an unprecedented rate. This is all happening against what the World Health Organization has declared an infodemic – “deliberate attempts to disseminate wrong information to undermine the public health response and advance alternative agendas of groups or individuals.” The United States’ Surgeon General has issued a similar advisory, warning against misinformation.

After 18 months of a pandemic-driven hiatus, the CRC is rebooting and ready to provide our fellows with access to the latest biometric technology, social media listening tools, statistical software, and state-of-the art facilities. Lindsay Goldberg joins us as our new Lab and Research Manager, helping to coordinate our lecture events, administer workshops, and provide other activities for our fellows – some of which may also be of interest to journalists, policy makers, and other visitors – as well as assist with facility and equipment rental inquiries.

First established in 1959 with Dr. Edward J. Robinson at the helm, early CRC research focused on the effects of television and comics. These were common areas of study in the growing field of mass communication research as there was great concern in the U.S. with what these new media (of the day) were doing to our youth and how these media were gratifying the needs of audiences. CRC fellows still produce research on television – in the effects tradition as well as from political economic perspectives and alternate paradigms – and on comics (the stand-up kind). But we also address emerging media technologies while identifying opportunities to improve civic engagement, media literacy, and prosocial uses of and representations in media. And given the current state of affairs, many of our fellows are also researching varying aspects of truth and misinformation.

As a new academic year begins, I welcome back our fellows as they continue to embark upon advancing theory and methods in addressing society’s communication challenges. For visitors, I invite you to look to the work of our CRC fellows for informative insights on battling misinformation and other efforts to conduct communication research for social good.

WHATS NEW AT THE CRC



The CRC has a number of tools and media devices available to faculty and student researchers.

MPLUS

Statistical Analysis Software

Mplus

SYNTHESIO

AI-Enabled Consumer Intelligence/Social Media Listening Software

 **synthesio**
AN IPSOS COMPANY

NEW CRC FELLOWS



DR. CHRIS CHAO SU

Assistant Professor, Emerging Media Studies

Chris Chao Su joins BU from the Peoples' Internet Project in the Department of Communication at the University of Copenhagen, Denmark, where he was a postdoctoral researcher. His research focuses on media audiences online, social media analytics, and mobile media use and consumption. Broadly speaking, his research explores how media audiences take shape in an increasingly fragmented digital media environment using computational methods. His work draws upon social network analysis, media sociology and typically involves the analysis of data from audience measurement services. His work has been published in the Journal of Communication, Journalism and Mass Communication Quarterly, New Media & Society, Computers in Human Behavior, and International Journal of Communication.



DR. YI GRACE JI

Assistant Professor in the Department of Mass Communication, Advertising, and Public Relations

Yi Grace Ji's research primarily focused on stakeholder engagement in the contexts of social media communication, corporate social responsibility and advocacy, and entrepreneurial communication. Ji received over 10 top paper and research awards and recognitions from national and international communication associations and conferences. Ji was named Page Legacy Scholar twice by the Arthur W. Page Center for Integrity in Public Communication. She is the advisory committee member of the International Public Relations Research Conference (IPRRC).



DR. ROSALYNN VASQUEZ

Assistant Professor, Public Relations

Rosalynn Vasquez joins COM with more than 15 years of public relations industry experience in corporate, agency, and nonprofit leadership roles. Her research focuses on sustainability communications, corporate social advocacy, and diversity in public relations. She was selected as a 2019 climate change communications scholar from the Institute for Advanced Sustainability Studies and is a 2020 recipient of the Page/Johnson Legacy Grant to study organizational listening and corporate advocacy.

COM RESEARCH COLLOQUIUM SERIES

The Communication Research Colloquium Series at Boston University was established in October 2009. This series consists of monthly research presentations that highlight current and original research of faculty in the College of Communication. 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.



Understanding Publics' Perceptions of and Responses to Corporate Misconduct

Dr. Arunima Krishna
Assistant Professor, Public Relations
September 2021

Allegations of corporate misconduct often have long-term effects not only on the corporations in question, but also on those corporations' internal and external publics. Dr. Arunima Krishna will discuss a program of research that examines different publics' cognitive, affective, perceptual, and behavioral reactions to corporate misconduct, and how organizations can mitigate the negative impact of such allegations.

COMMUNICATION RESEARCH COLLOQUIUM SERIES

UNDERSTANDING PUBLICS' PERCEPTIONS OF AND RESPONSES TO CORPORATE MISCONDUCT

THURSDAY, SEPTEMBER 16TH 2021
3:30-4:30 PM | COM 209

DR. ARUNIMA KRISHNA

Assistant Professor, Public Relations



Allegations of corporate misconduct often have long-term effects not only on the corporations in question, but also on those corporations' internal and external publics. Dr. Arunima Krishna will discuss a program of research that examines different publics' cognitive, affective, perceptual, and behavioral reactions to corporate misconduct, and how organizations can mitigate the negative impact of such allegations.

Follow our hashtag **#COMCOLLOQUIUM** on Twitter and Facebook
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COMMUNICATION RESEARCH COLLOQUIUM SERIES

ANTECEDENTS AND OUTCOMES OF STAKEHOLDER ENGAGEMENT: FROM AN ORGANIZATION-CENTRIC APPROACH TO A SOCIETY-CENTRIC APPROACH

THURSDAY, OCTOBER 21ST 2021
3:30-4:30 PM | HAR 222 QUESTROM



Dr. Yi Grace Ji

Assistant Professor in the Department of Mass Communication, Advertising, and Public Relations

In an organizational setting, stakeholder engagement impacts organizations' relational, reputational, and financial outcomes. On the other hand, engagement is a socially situated process, which connects societal members to address social issues. Dr. Yi Grace Ji will discuss a research program that investigates how corporate and organizational communication can contribute to positive social changes beyond the functionalist approach of stakeholder engagement utilizing both traditional and computational methods.

Follow our hashtag #COMCOLLOQUIUM on Twitter and Facebook @BUCOMResearch



Antecedents and Outcomes of Stakeholder Engagement: From an Organization-Centric Approach to a Society-Centric Approach

Dr. Yi Grace Ji

Assistant Professor, Department of Mass Communications, Advertising & Public Relations

October 2021

In an organizational setting, stakeholder engagement impacts organizations' relational, reputational, and financial outcomes. On the other hand, engagement is a socially situated process, which connects societal members to address social issues. Dr. Yi Grace Ji will discuss a research program that investigates how corporate and organizational communication can contribute to positive social changes beyond the functionalist approach of stakeholder engagement utilizing both traditional and computational methods.

Home Style Opinion: How Local Newspapers Can Slow Polarization

Dr. Joshua Darr

Assistant professor, Manship School of Mass Communication and Department of Political Science, Louisiana State University

November 2021

Local newspapers can hold back the rising tide of political division in America by turning away from the partisan battles in Washington and focusing their opinion page on local issues. When a local newspaper in California dropped national politics from its opinion page, the resulting space filled with local writers and issues. We use a pre-registered analysis plan to show that after this quasi-experiment, politically engaged people did not feel as far apart from members of the opposing party, compared to those in a similar community whose newspaper did not change. While it may not cure all of the imbalances and inequities in opinion journalism, an opinion page that ignores national politics could help local newspapers push back against political polarization.

COMMUNICATION RESEARCH COLLOQUIUM SERIES

Home Style Opinion: How Local Newspapers Can Slow Polarization

Thursday, November 11 | COM 209 | 3:30-4:30
RSVP REQUIRED



Dr. Joshua Darr

Assistant Professor, Manship School of Mass Communication and Department of Political Science, Louisiana State University

RSVP LINK | tinyurl.com/CRCDDarr

COM Students | RSVP through SONA

Questions? Email crccom@bu.edu

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Follow our hashtag #COMCOLLOQUIUM on Twitter and Instagram @BUCOMResearch



FALL 2021 MELVIN L. DEFLEUR DISTINGUISHED LECTURE

Fall 2021 Dr. Melvin L. DeFleur Distinguished Lecture

BRINGING PEOPLE & TECHNOLOGY TOGETHER IN A NEW KIND OF SOCIAL NETWORK

In an era of growing social fragmentation, deteriorating trust, and information disorder, social media platforms add fuel to the fire and offer little hope in fostering understanding, deliberation, and real human connection. Even our in-person civic forums such as town halls and open meetings also fall short as civic spaces, attracting the “usual voices” of the same committed activists in what are often symbolic, yet ineffective efforts to capture real community input. Through a growing network of collaborators, we envision bringing people and technology together to strengthen democracy by creating the Local Voices Network (LVN), a new kind of social dialogue network. Our aim is to combine the depth and nuance of in-person dialogue with the power and scale of digital social networks to foster listening, empathy, and trust across divides. In this talk, Dr. Roy will provide an overview of the LVN system, highlight some case studies, and sketch research and deployment plans.



DR. DEB ROY

Professor of Media Arts and Sciences, MIT
Director, MIT Center for Constructive Communication
Visiting Professor, Harvard Law School

- ▶ **Wednesday, December 1st**
- ▶ **Lecture from 4-5pm in COM 101**
- ▶ **Reception to follow 5-6pm in COM 209**
- ▶ **RSVP LINK | tinyurl.com/CRC-DEBROY**

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BRINGING PEOPLE & TECHNOLOGY TOGETHER IN A NEW KIND OF SOCIAL NETWORK

Dr. Deb Roy

Professor of Media Arts and Sciences, MIT
Director, MIT Center for Constructive Communication

Visiting Professor, Harvard Law School

In an era of growing social fragmentation, deteriorating trust, and information disorder, social media platforms add fuel to the fire and offer little hope in fostering understanding, deliberation, and real human connection. Even our in-person civic forums such as town halls and open meetings also fall short as civic spaces, attracting the “usual voices” of the same committed activists in what are often symbolic, yet ineffective efforts to capture real community input. Through a growing network of collaborators, we envision bringing people and technology together to strengthen democracy by creating the Local Voices Network (LVN), a new kind of social dialogue network.

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LOOKING AHEAD

Brandwatch and Synthesio Training

Please email Lindsay (lindsayg@bu.edu) if you are interested in receiving training for either of these. We are trying to get these scheduled ASAP, potentially over intersession, if folks would be able to make it.

iMotions Biometric Research Workshops for students, faculty and staff

The CRC is pleased to be re-launching this exciting opportunity for students and fellows to receive training on conducting experiments using our biometric devices. An overview of the devices can be found in the CRC Resource Guide and Lindsay will be distributing further details in early February.

CO575 Applied Research Opportunity for Undergraduates

Undergraduate students who are interested in research will soon be able to earn their CO575 professional experience credit through participating in Lindsay's pilot studies using iMotions biometric equipment. Further details to follow, but if you have any undergraduate students or advisees who have inquired about research opportunities, please contact Lindsay.

UPCOMING EVENTS

Spring 2022 CRC Colloquium Speakers Spring 2022 DeFleur Distinguished Lecture:

February: Dr. Lei Guo
March: Dr. Chris Chao Su
April: Dr. King-wa Fu

Dr. Meredith Clark, Northeastern University
Date, time and location TBA

PAPERS

Amazeen, M. A. (2021). Native advertising in a mobile era: Effects of ability and motivation on recognition in digital news contexts. *Digital Journalism*. <https://doi.org/10.1080/21670811.2020.1860783>

Amazeen, M. A. (2021). Resisting covert persuasion in digital news: Comparing inoculation and reactance in the processing of native advertising disclosures and in article engagement intentions. *Journalism & Mass Communication Quarterly*, 98(4), 1129-1156. <https://doi.org/10.1177/1077699020952131>

Amazeen, M.A., & Vargo, C.J. (2021). Sharing native advertising on Twitter: Content analyses examining disclosure practices and their inoculating influence. *Journalism Studies*, 22(7), 916-933. <https://doi.org/10.1080/1461670X.2021.1906298>

Cummings, J. J., Tsay-Vogel, M., Cahill, T. J., & Zhang, L. (2021). Effects of immersive storytelling on affective, cognitive, and associative empathy: The mediating role of presence. *New Media & Society*. Advance online publication.

Coleman, R., & Wu, H. D. (2021). Individual differences in affective agenda setting: A cross-sectional analysis of three U.S. presidential elections. *Journalism*. <https://doi.org/10.1177/1464884921990242>. Download.

Gui, M., Shanahan, J., & Tsay-Vogel, M. (2021). Theorizing inconsistent media selection in the digital environment. *The Information Society*, 37(4), 247-261.

Guo, L., Mays, K., Zhang, Y., Wijaya, D. & Betke, M. (2021). What makes gun violence a (less) prominent issue? A computational analysis of compelling arguments and selective agenda setting. *Mass Communication & Society*. Advance online publication. [link]

Howell, C.E. (2021). The 2020 National Women's Soccer League Challenge Cup Anthem Protests: The Limits of Symbolic White Allyship. *The Velvet Light Trap* 87, 76-79. <https://www.muse.jhu.edu/article/787287>.

Howell, C. E. (2021). A touch more with Megan Rapinoe and Sue Bird: authenticity, intimacy and women's sports celebrity on Instagram live. *Celebrity Studies*, 1-16.

Ji, Y. G., Tao, W., & Rim, H. (2021). Theoretical insights of CSR research in communication from 1980 to 2018: A bibliometric network analysis. *Journal of Business Ethics*.

Katz, James E. (2021). Mobile communication technology and the Life-World: Examining the implications of the Second Offline concept from a phenomenological perspective. In Tomita, Hidenori (Ed.), *The Second Off-Line: Doubling of Time and Place*. Pp. 25-42. Berlin: Springer.

Liu, J. & Su, C.C.* (2021). Comparative communication studies within and beyond Great China. *International Communication Gazette*. [Online First]

Mays, Kate, James E. Katz (2021). AI as a boss? A national U.S. survey of predispositions governing comfort with expanded AI roles in society. *AI & Society: Journal of Knowledge, Culture and Communication*. 1-14, DOI: 10.1007/s00146-021-01253-6

Mays, Kate, James E. Katz & Yiming Skylar Lei (2021). Opening education through emerging technology: What are the prospects? Public perceptions of artificial intelligence and virtual reality in the classroom. *Opus et Educatio*. 8 (1).
<http://opuseteducatio.hu/index.php/opusHU/article/view/415/749>

Men, L. R., Chen, Z. F.*, & Ji, Y. G.* (2021). Cultivating Relationships with Startup Employees: The Role of Entrepreneurs' Leadership Communication. *Management Communication Quarterly*. *Equal contribution

Seaton, K., & Wu, H. D. (2021). Making war and peace with emotion: Examining the Iraq and Iran cases via presidential speech and media coverage. *International Political Science Review*.
<https://doi.org/10.1177/0192512120982498>. Download.

Su, C. C., Liu, J., & Zhou, B. (2021). Comparative media studies in the digital age: Two levels of digitalization and internet use across Europe, China, and the US. *International Journal of Communication*, 14, 22.

Tao, W., Li, Z. C., Chen, Z. F., & Ji, Y. G. (2021). Public responses to nonprofit social media messages: The roles of message features and cause involvement. *Public Relations Review*, 47(2).

Trifiro, B., Paik, S., Fang, Z., & Zhang, L. (2021). Politics and Politeness: Analysis of Incivility on Twitter During the 2020 Democratic Presidential Primary. *Social Media + Society*, 7(3),
doi:<https://doi.org/10.1177/20563051211036939>

Trifiro, B., & Zhang, Y. (2021). Media vs. candidates and minorities vs. majorities: Who sets the public's agenda in the 2020 Democratic presidential primary?. *The Agenda Setting Journal*, 5(1), 84-106.
doi:<https://doi.org/10.1075/asj.20009.tri>

Trifiro, B. M., & Prena, K. (2021). Active Instagram Use and Its Association With Self-Esteem and Well-Being. *Technology, Mind, and Behavior*, 2(3). doi:<https://doi.org/10.1037/tmb0000043>

Vargo, C.J., & Amazeen, M.A. (2021). Agenda-Cutting versus agenda-building: Does sponsored content influence corporate news coverage in U.S. media? *International Journal of Communication*, 15: 5186-5207. <https://ijoc.org/index.php/ijoc/article/view/17824>

Worthy, B., Cottle, S., Farnsworth, S., Jaramillo, D., Kunda, L., Lagerway, J., Nygaard, T., Sirdah, C., & Soutphommasane, T. (2021). Intermedial #MAGA: The Trump Presidency on Screen. *Australasian Journal of American Studies*, 40(1), 65-100. <https://www.jstor.org/stable/27041172>

Wells, C., Friedland, L.A., Hughes, C., Shah, D.V., Suk, J. & Wagner, M. (2021). News media use, talk networks and anti-elitism across geographic location: Evidence from Wisconsin. *International Journal of Press/Politics* 26(2), 438-463.

Wells, C., & Rochefort, A. (2021). Populism and misinformation from the American Revolution to the 21st-century United States. In S. Waisbord & H. Tumber (Eds.), *The Routledge Companion to Media Misrepresentation and Populism*. Milton Park, UK: Routledge.

Worthy, B., Cottle, S., Farnsworth, S., Jaramillo, D., Kunda, L., Lagerway, J., Nygaard, T., Sirdah, C., & Soutphommasane, T. (2021). Intermedial #MAGA: The Trump Presidency on Screen. *Australasian Journal of American Studies*, 40(1), 65-100. <https://www.jstor.org/stable/27041172>.

Zhang, Y., Guo, L., Gil de Zúñiga, H., Xie, T., & Zhang, R. J. (2021). Demographic inequalities or personality differences? Factors contributing to social media usage divides in mainland China. *The Social Science Journal*. [link]

Zhang, X., Su, C.C.* (2021). Transnational media consumption dissonance and ambivalent sexism: How American and Korean television drama consumption shapes Chinese audiences' gender-role values. *International Communication Gazette*. [Online First]

Zhang, Y., Lukito, J., Su, M.H., Suk, J., Xia, Y., Kim, S.J., Doroshenko, L & Wells, C. (2021). Assembling the networks and audiences of disinformation: How successful Russian IRA Twitter accounts built their followings, 2015-2017. *Journal of Communication* 71(2), 305-331.

Zhou, B., Su, C.C., & Liu, J. (2021). Multimodal connectedness and communication patterns - A comparative study across Europe, the U.S., and China. *New Media & Society*. [Online First, Equal Authorship]

BOOKS

Carter, T. B., Franklin, M. A., Sanders, A. K., Wright, J. B., *The First Amendment and the Fourth Estate*, 13th ed., West Academic.

Katz, James E., Katie Schiepers & Juliet Floyd (Eds.), (Est. pub date of November 2021). *Perceiving the future through new communication technologies: Robots, AI and everyday life*. New York: Palgrave Macmillan.

Men, L. R., Ji, Y. G., & Chen, Z. F. (2020). *Strategic Communication for Startups and Entrepreneurs in China*. Routledge

NOTE: This book become available in 2021.

Book Chapters

Chen, Z. F., Li, Z. C., Ji, Y. G., Stacks, D. W., & Yook*, B. (2021). Toward a new model of public relations crisis and risk communication following pandemics. In H. D. O'Hair & M. J. O'Hair (Eds.), *Communicating Science in Times of Crisis: The COVID-19 Pandemic*. John Wiley & Sons Inc. *All authors contributed equally.

Ji, Y. G., Li, Z., Chen, Z., & Stacks, D. W. (2021). Research and evaluation in strategic Communication. In C. Botan (Ed.), *The International Handbook of Strategic Communication*. New Jersey: Blackwell.

Lewandowsky, S., Cook, J., Schmid, P., Holford, D. L., Finn, A., Lombardi, D., Al-Rawi, A. K., Thomson, A., Leask, J., Juanchich, M., Anderson, E. C., Sah, S., Vraga, E. K., Gavaruzzi, T., Rapp, D. N., Amazeen, M. A., Sinatra, G. M., Kendeou, P., Armaos, K. D., Newman, E. J., Ecker, U. K. H., Tapper, K., Bruns, H. H. B., Pennycook, G., Betsch, C., Hahn, U. (2021). *The COVID-19 Vaccine Communication Handbook. A practical guide for improving vaccine communication and fighting misinformation*. Available at: <https://sks.to/c19vax>

Porst, Jennifer and Deborah L. Jaramillo (2021). "Writing the Airwaves: Recent Trends in Histories of U.S. Broadcasting." In *The Routledge Companion to Media Industries*, edited by Paul McDonald, 439-449. London and New York: Routledge.

Wells, C., & Rochefort, A. (2021). Populism and misinformation from the American Revolution to the 21st-century United States. In S. Waisbord & H. Tumber (Eds.), *The Routledge Companion to Media Misrepresentation and Populism*. Milton Park, UK: Routledge.

Wu, H. D. (2021). Technology's role in global journalism and communication. In D. V. Dimitrova (Ed.), *Global journalism: Understanding world media systems*. Lanham, MD: Rowman & Littlefield. Link.

IN PRESS

Amazeen, M. A. (forthcoming). Advertising. In G. A. Borchard (Ed.) *Encyclopedia of Journalism* (2nd ed.). Sage.

Elasmar, M.G. (forthcoming). Cross-border mediated messages. In L. Cheng, (Ed.). *Handbook of Intercultural Communication*. Berlin, Germany: De Gruyter Mouton.

Groshek, J., Guo, L., & Elasmar, M.G. (forthcoming). Extracting a country's image from Twitter: The case of Cuba. In J. Fullerton & A. Kendrik (Eds.). *Reader on Nation Branding and Public Diplomacy: The Model of Country Concept*. Peter Lang Publishers.

Guo, L. & Chen, H. (forthcoming). The impact of social media on civic engagement in China: The moderating role of citizenship norms in the Citizen Communication Mediation Model. *Journalism & Mass Communication Quarterly*.

Halpern, D., Valenzuela, S., & Katz, J. E. (forthcoming). When participation leads to misinformation: How using social media for news leads to misperceptions and sharing false claims. *New Media & Society*.

Kim, S., & Krishna, A. (forthcoming). Crisis management capability in public management: Understanding the impact of PR strategy on organizational outcomes. *Asian Journal of Communication*.

Li, Z., Ji, Y. G., Tao, W., & Chen, Z. (forthcoming). Emotion contagion and stakeholder engagement on nonprofit organizations' Facebook sites: A big data perspective. *Nonprofit and Voluntary Sector Quarterly*.

Rochefort, A. (forthcoming). Regulating Social Media Platforms: A Comparative Policy Analysis. *Communication Law & Policy*.

Su, C.C. & Chan, M. (forthcoming). Examining social media platforms and the Anti-ELAB protests in Hong Kong: A computational approach. *Chinese Journal of Communication*.

Tsay-Vogel, M. (forthcoming). Third-person effect. In J. Van den Bulck (Ed.), *The International Encyclopedia of Media Psychology*. Wiley-Blackwell.

Upadhyay, A. & Trifiro, B. (forthcoming). Legislative Agenda-Setting Power of Social Media: #BlackLivesMatter and the George Floyd Justice in Policing Act of 2020. *The Agenda Setting Journal*

MEDIA APPEARANCES

September 19, 2021: The Boston Globe "With real estate, what you see is what you get. Well..."

Quotes from Dr. Michelle Amazeen

October 27, 2021: Los Angeles Times "Tech workers are no longer afraid to go public. Here's how they found their voices"

Quotes from Dr. Arunima Krishna

November 16, 2021: USA Today "'The Wheel of Time' and the quest to find the next 'Game of Thrones'-sized fantasy hit"

Quotes from Dr. Charlotte Howell

November 16, 2021: CNBC's Make It "Disinformation is stifling conversation about climate change, new research says- these 4 tips can help"

Quotes from Dr. Arunima Krishna

November 23, 2021: The Boston Globe "Meet Conor Pewarski, Boston's first gentleman. If you haven't heard of him, he's probably OK with that"

Quotes from Dr. Tammy Vigil

INVITED TALKS

Chen, Z., Ji, Y. G., & Men, R. L. (2021, February). Effective social media communication for startups in china: Antecedents and outcomes of organization-public dialogic communication. Invited talk at China Business Studies Initiative, University of San Francisco

Tsay-Vogel, M. (2021, October). Inducing pleasure and meaning among audiences: Biometric indicators of the enjoyment and appreciation of media messages. To be presented in the College of Information and Communications, University of South Carolina, Columbia, SC.

CONFERENCE PRESENTATIONS

Cheng, H. & Ji, Y. G. (2021). When authentic leadership engages employees: Testing mediating effects of employees' attributions of CEO activism. Paper presented at the International Public Relations Research Conference, Virtual, Orlando.

Ji, Y. G. (2021). Bridging symmetric and transparent communication to customer advocacy for startups: The mediation effects of authenticity and customer-startup relationships. Paper presented at the International Communication Association (virtual conference).

Ji, Y. G. & Cheng, H. (2021). Feeling elevated: Examine the mediation role of elevation in CEO activism on employee prosocial engagement (virtual conference). Paper presented at the Association of Education in Journalism and Mass Communication (virtual conference).

Ji, Y. G., Chen, Z.F., & Men, L.R. (2021). Carving startup characters: Effects of symmetrical communication on startup-customers connection, relationship outcomes, and customer advocacy. Paper presented at the International Public Relations Research Conference, Orlando (virtual conference).

Katz, James E. (2021). The role of social media in global politics. XLII Colloquia of International Relations, CECRI Universidade do Minho, Braga, Portugal. May 12. Online.

Lu, Y. Y., & Tsay-Vogel, M. (2021, May). Sound effects' impact on video game enjoyment mediated by satisfaction of intrinsic needs. Paper presented at the virtual 71st annual conference of the International Communication Association.

Rocheftort, A., Auger, R., Trifiro, B., Wells, C. Weathering a Media Storm: Agenda-Setting and the Politics of Attention During the Coronavirus Pandemic. Manuscript presented to the International Communication Association, Virtual, May 2021.

Shore, A., Giovannetti, R. F., Trifiro, B., Bouquet, J. S. Using the Elaboration Likelihood Model to Understand Engagement on University-Run Instagram Accounts. Manuscript presented to the National Communication Association, Seattle, WA, November 2021.

Trifiro, B., Wells, C., & Rocheftort, A. The disinfectant diversion: Framing strategies of partisan media in interpreting the COVID-19 pandemic. Manuscript presented to the Association of Internet Researchers, Virtual, October 2021.

Trifiro, B., Upadhyay, A., Liu, S., Zhang, Z., & Prena, K. Framing Facebook: An analysis of how framing strategies drive Facebook engagement. Manuscript presented to the International Communication Association, Virtual, May 2021.

Wu, H. D., & Tsay-Vogel, M. (2021, October). Selective exposure to political advertisement via physiological response. Paper presented at the 117th annual meeting and exhibition of the American Political Science Association, Seattle, WA.

Zhang, Y., Trifiro, B., & Auger, R. Popping the Partisan Filter Bubble: How media diet change drives preventative actions during COVID-19 pandemic. Manuscript presented to the International Communication Association, Virtual, May 2021.

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AWARDS

Top Student Paper, Second Place in Association for Education in Journalism and Mass Communication's Newspaper and Online News Division. 2021.



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