

CRC NEWSLETTER | SPRING 2022

COM CRC NEWSLETTER



Boston University College of Communication
Communication Research Center



Communication
Research Center



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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 and other media. 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 Spring 2022 semester winds down, CRC fellows are closing out their coursework as well as trying to wrap up data collection efforts among our student population. As a major research institution, we are committed to involving undergraduate and graduate students in scholarly research so that they may understand the importance of generating new knowledge at Boston University. We are fortunate at COM to have our communication research participation pool that is managed by an online system called SONA. This software allows researchers to post available research opportunities for students who can learn about the various studies and decide whether they want to sign up. To encourage participation in research, faculty can either require their students to earn a certain amount of research credits as part of their grade or offer extra credit to their students for participating. If you are interested in learning more about getting involved with SONA, the CRC's Lab and Research Manager, Lindsay Goldberg (lindsay@bu.edu), will be happy to chat with you.

In order to conduct research involving human subjects at COM, proposed studies must be approved by either BU's Institutional Review Board (IRB) or one of COM's two internal review boards: the COM Research Review Board or the COM SONA Research Review Board. A description of when to use each of the review boards is available on the CRC's website [here](#). I would like to thank the faculty, staff, and grad students who have volunteered their time over the last academic year by serving on these internal review boards: James Cummings, Michael Elasmr, Lindsay Goldberg, Lee Hair, Alexis Shore, Briana Trifiro, Chris Wells, and Denis Wu. These reviewers enable CRC fellows to collect research more quickly than the cumbersome and lengthy yet necessary - IRB process, while still abiding by the necessary standards. To maintain this research opportunity at the CRC, please consider volunteering for one of our review boards this fall.

While often the envy of our non-academic friends who think we "get the summer off," many of us work just as hard - if not harder - during the summer. To be sure, the summer months may have fewer demands, allowing fellows more time for reflection, data analysis, and writing. At the same time, some fellows do teach during the summer months, and many of our fellows travel so they can share their research and see what others are working on. For instance, several fellows are planning to attend the International Communication Association annual conference which is being held in Paris, France from the 25-30th of May. You can see a list of fellows' planned research presentations in this newsletter.

As we plan for the future of the CRC, two activities are on the horizon. First, all faculty and grad student fellows will be receiving our annual Awareness, Attitudes, and Usage Survey so that we may monitor what is going well with the CRC and where we need to improve. Please do take a few minutes to complete the survey so that we can be sure the CRC is meeting your needs. If you have not received an email with the survey link, please contact me (mamazeen@bu.edu). Secondly, the CRC is planning to resume its monthly omnibus surveys with Ipsos in order to give fellows opportunities to survey US residents on timely topics of significance related to their research. This will foster opportunities for fellows to engage in newsworthy topics, enabling them to offer thought leadership while elevating public understanding on important issues. Results from our pilot survey are available [here](#). Going forward, survey data will be made available on the CRC website (using your Kerberos password) for all CRC fellows. Please contact me if you are interested in participating in a future wave of our survey.

To all affiliated with the CRC, I hope that the summer months offer you many sunny days with time to revitalize and refocus.



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.

Latina Voices: Examining the Experiences and Coping Mechanisms of Latinas in Public Relations

Rosalynn Vasquez, Ph.D., MBA
March 2022

Despite being one of the fastest-growing and highly influential segments of the U.S. population, Latinos have been largely underrepresented in the public relations field. In response to the scarcity of research examining the role and influence of Latinas in public relations, this new study contributes a unique perspective by providing new, rich insights into the experiences and challenges Latinas face in the public relations industry. Through 24 in-depth interviews with Latinas working in mid-management and senior-executive level roles in the U.S., this study reveals the challenges to career advancement and coping mechanisms used to address issues such as inclusion, intersectionality, isolation, language, pay equity, and pigeonholing. Findings also provide recommendations and a timely call for greater cultural inclusion and diversity in public relations.

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Capturing Social Presence: Empirical Insights for Theory Development and Industry Investment in "Being With" Media

Dr. Jim Cummings

Assistant Professor, Emerging Media Studies

April 2022

Recent accounts of the impending metaverse anticipate the application of and reliance on a variety of communication technologies for a range of mediated interpersonal scenarios, spanning formal workplace exchanges, commercial services, and casual hangouts. As such, "social presence" is becoming a broad design goal for firms creating such technologies. To effectively design for this user experience, a rich conceptual understanding of social presence and the technological factors contributing to it will be critical. However, this is no easy task: in recent years, what exactly is meant by "social presence" has come to vary widely across different communication scenarios and corresponding empirical literatures. This talk will review recent research examining what exactly researchers are measuring when they study the concept. As will be discussed, the findings provide for a refined theoretical definition of "social presence" and, in turn, can better guide industry designers seeking to create specific types of social user experience.



James Cummings
Assistant Professor, Emerging Media Studies

April 20th | 3:30-4:30 PM | COM 209

Capturing Social Presence: Empirical Insights for Theory Development and Industry Investment in "Being With" Media

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Propagandizing Global Crisis: How China State Media Portray the International Pandemic

King-wa FUs


Professor at the Journalism & Media Studies Centre, The University of Hong Kong

May 2022

King-wa FU is a Professor at the Journalism and Media Studies Centre, The University of Hong Kong. His research interests include China's information governance, media and political participation, and computational social sciences. He was a visiting Associate Professor at the MIT Media Lab and Fulbright-RGC Hong Kong Senior Research Scholar in 2016-2017, China-US Scholar 2021-2022, Visiting Research at the Boston University Center for the Study of Asia. He was a journalist at the Hong Kong Economic Journal before turning to academia.

Communication Research Center Spring 2022 Colloquium Series

Propagandizing Global Crisis: How China State Media Portray the International Pandemic



King-wa FU
Professor at the Journalism & Media Studies Centre, The University of Hong Kong

May 4th | 3:30-4:30 PM | COM 215

King-wa FU is a Professor at the Journalism and Media Studies Centre, The University of Hong Kong. His research interests include China's information governance, media and political participation, and computational social sciences. He was a visiting Associate Professor at the MIT Media Lab and Fulbright-RGC Hong Kong Senior Research Scholar in 2016-2017, China-US Scholar 2021-2022, Visiting Research at the Boston University Center for the Study of Asia. He was a journalist at the Hong Kong Economic Journal before turning to academia.

How does authoritarian propaganda tell the people about global crisis? This study identifies a political communication strategy, namely "propagandization of relative gratification," through which 1) state media highlight a global chaos to prompt the people's downward comparison to a relatively stable domestic situation; 2) the nation's adversaries are portrayed worse than one's allies; 3) it leverages popular nationalistic sentiment. This study examines empirically how China state media covered the COVID-19 pandemic of 45 countries by analyzing over 3 million Chinese social media posts using word embedding's semantic similarity and instrumental variable approach. The result reveals the distant relationship with China a country has, the more severe its COVID-19 representation in China propaganda, while controlling for the country's epidemiological severity and the Chinese general public's view. Centrally-controlled state media reported in more devastating than did the provincial-level state media. Study implication will be discussed in the talk.

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SPRING 2022 MELVIN L. DEFLEUR DISTINGUISHED LECTURE



BU Communication Research Center
Spring 2022 Melvin L. DeFleur Distinguished Lecture

BREAKING ALL THE RULES: THE RACIAL GRAMMAR OF CANCEL CULTURE IN AMERICAN NEWS MEDIA

● Wednesday, April 6th | 4-6 PM | COM 101 Reception to follow ●



Dr. Meredith Clark, Ph.D.
Associate Professor in the School of Journalism & the Department of Communication Studies at Northeastern University.

So-called 'cancel culture' has emerged as a 21st-century moral panic that threatens to silence disempowered people who use social and digital media to amplify Black vernacular practice in pursuit of material consequences. In this talk, Dr. Meredith D. Clark dissects the disproportionate influence mainstream and partisan news media has had in separating digital accountability practice from its roots in Black culture and communities. Attendees will be challenged to consider the pervasive nature of coded racial language in their lives and work, and to interrogate their roles in dismantling white dominance in our collective reality.

 @BUCOMResearch @BUCOMResearch

"Breaking all the rules: The racial grammar of cancel culture in American news media"

Dr. Meredith Clark

Associate Professor in the School of Journalism & the Department of Communication Studies at Northeastern University.

So-called 'cancel culture' has emerged as a 21st-century moral panic that threatens to silence disempowered people who use social and digital media to amplify Black vernacular practice in pursuit of material consequences. In this talk, Dr. Meredith D. Clark dissects the disproportionate influence mainstream and partisan news media has had in separating digital accountability practice from its roots in Black culture and communities. Attendees will be challenged to consider the pervasive nature of coded racial language in their lives and work and to interrogate their roles in dismantling white dominance in our collective reality.

72ND ANNUAL ICA CONFERENCE



**One
World,
One
Network?**

**Paris, France on
26-30 May 2022**

The 72nd Annual ICA Conference theme **One World, One Network?** invites reimagining communication scholarship on globalization and networks. The use of the interrobang glyph - a superposition of the exclamation and question punctuation marks - seeks to simultaneously celebrate and problematize the “one-ness” in the theme.

CRC FELLOW PRESENTATIONS

Amazeen, M.A., Krishna, A., & Eschmann, R. (2022). Cutting the bunk: Comparing the solo and aggregate effects of prebunking and debunking Covid-19 vaccine misinformation. Paper accepted for presentation to the Mass Communication Division at the International Communication Association annual conference, Paris, France, May, 2022.

Cahill, T. J. (2022). Motivated to feel better: Motivations for the use of games in coping and emotional regulation. To be presented at ICA 22, Paris, France.

Cahill, T. J. (2022). Staying inside: Virtual reality use as a coping strategy during the COVID-19 pandemic. To be presented at ICA 22, Paris, France.

Chan, N.K., Su, C.C., Shore, A. (2022). Policy as Platform Power: Uncovering the Socio-Political Factors Behind Tiktok's Evolution. Communication Law & Policy Division, the International Communication Association (ICA) annual conference.

Coleman, R., Wu, D. (2022). “There was blood coming out of her eyes . . .” -- Disgust, sadness, and happiness in the 2016 U.S. presidential election. Journalism Studies Division, International Communication Association (ICA) annual conference. Paris, France.

72ND ANNUAL ICA CONFERENCE



**One
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**Paris, France on
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CRC FELLOW PRESENTATIONS (CONTINUED)

Chen, H., Leon E., Jiang B., Wu X., Zhou Y., Mei L.M., Zhang S., Liu M., Su, C.C., Guo, L. (2022). Sovereign Debt Surveillance: An Analysis of Sovereign Debt Twitter Discussions During the COVID-19 Pandemic. Global Communication and Social Change Division, the International Communication Association (ICA) annual conference. (Student Project).

Cummings, J. J. & Wertz, B. (2022). Capturing social presence: Concept explication through an empirical analysis of social presence measures. Paper to be presented at the 72nd Annual Conference of the International Communication Association (Human-Machine Communication Interest Groups). Paris, France.

Huang D.; Anecston D., Li J.X., Chou M., Shore A., Su, C.C., Prena K. (2022). HCI in digital journalism: Innovation in the Fitness Community: Managing Fitness Needs in a Post Pandemic World. Sports Communication Division, the International Communication Association (ICA) annual conference. (Student Project).

Ji, G, Tao, W. (2022). Channeling Employees' Positive Moral Emotions in CEO Activism: The Role of Ethical Leadership Communication. Public Relations Division, International Communication Association (ICA) annual conference.

Krishna, A., Kim, S. (2022). Understanding the Roles of Party Identification and Political Cynicism in Predicting Relationship Dissolution Intention with Political Party. Public Relations Division, International Communication Association (ICA) annual conference.

Mays, K., Cummings, J. J., & Katz, J. (2022). The Perceived Robot Rights Entitlement Scale. Paper to be presented at the 72nd Annual Conference of the International Communication Association (Human-Machine Communication Interest Group Pre-conference – "Bridging Worlds, Bridging Networks"). Paris, France.

72ND ANNUAL ICA CONFERENCE



**One
World,
One
Network?**

**Paris, France on
26-30 May 2022**

CRC FELLOW PRESENTATIONS (CONTINUED)

Paik, S., Su, C.C. (2022). HCI in digital journalism: Exploring mobile news app design patterns through socio-technical infrastructures. Communication & Technology Division, the International Communication Association (ICA) annual conference.

Shore, A. & Cummings, J. J. (2022). Social influence on the map: The effect of social proof and reciprocity norms on mobile location obscurity decisions. Paper to be presented at the 72nd Annual Conference of the International Communication Association (Information Systems Division). Paris, France.

Yu, R., Zhang, Y., Huang, S., Wu, D. (2022). Motivated Political Reasoning: Examining the Predictors and Flow of Fake News Advancement and Refutation Across Media Platforms. Mass Communication Division, International Communication Association (ICA) annual conference. Paris, France.

Wu, D., Huang, S., Yu, R., Zhang, Y. (2022). The “populist imbecile” vs. the “heartless shrew” --How polarizing election coverage was associated with Taiwanese voters’ evaluation of candidates. Journalism Studies Division. International Communication Association (ICA) annual conference. Paris, France.



LOOKING AHEAD

Training for Faculty and Students

For information on receiving training on Brandwatch, our social media listening tool, please reach out to our Customer Success Manager, Sarah Overcash. [You can book time directly on her calendar here.](#)

Interested in conducting biometric research?

The CRC is exploring a variety of new ways to train our fellows and students on biometric research tools and software. If you are interested in conducting a specific project, email lindsyg@bu.edu to set up training. More structured opportunities will hopefully be available soon.

Event Partnerships with Career Services

The CRC is working with the Office of Career Services to host an event focused on applied research careers in October 2022. Information will be shared via email and on COM Sharepoint.

UPCOMING EVENTS

Fall 2022 CRC Colloquium Speakers

September 2022: TBD

October 2022: TBD

November 2022: Dr. Charlotte Howell

Fall 2022 DeFleur Distinguished Lecture:

TBD

Brinberg, M., Ram, N., Wang, J., Sundar, S. S., **Cummings, J. J.**, Yeykelis, L., & Reeves, B. (2022). Screenertia: Understanding “stickiness” of media through temporal changes in screen use. *Communication Research*. Advanced online publication.

Capizzo, L., **Vazquez, R.**, & Jun, H. (2022). A Shortage of Excellence? An Exploratory Study of U.S. Doctoral-level Education in Public Relations. *Journal of Public Relations Education*, 8(1), 76-115. <https://aejmc.us/jpre/?p=2846>.

Cummings, J. J., & Reeves, B. (2022). Stimulus sampling and research integrity. In L. Jussim & J. A. Krosnick (Eds.), *Research Integrity: Best Practices for the Social and Behavioral Sciences*. (pp.203-223). New York: Oxford University Press.

Cummings, J. J., & Shore, A. (2022). All too real: A typology of user vulnerabilities in extended reality. In *Proceedings of CHI 2022 SSPRXR Virtual Workshop (CHI'22)*. ACM.

Ecker, U. K. H., Lewandowsky, S., Cook, J., Schmid, P., Fazio, L. K., Brashier, N., Kendeou, P., Vraga, E. K., & **Amazeen, M. A.** (2022). The psychological drivers of misinformation belief and its resistance to correction. *Nature Reviews Psychology*, 1, 13-29. <https://doi.org/10.1038/s44159-021-00006-y>

Guo, L., Su, C. C., Paik, S., Bhatia, V., Akavoor, V. P., Gao, G., & Wijaya, D. (2022). Proposing an Open-Sourced Tool for Computational Framing Analysis of Multilingual Data. *Digital Journalism*, 1-22.

Jaramillo, Deborah L. (2022). “The Killers Speak: The Sound of Violence in David Fincher’s *Zodiac* and *Mindhunter* (2017-2019).” In *Zodiac: Cinema of Investigation and (Mis)interpretation*, edited by Matthew Sorrento and David Ryan. Vancouver: Farleigh Dickinson University Press.

Shore, A., Prena, K., & Cummings, J. J. (2022). To share or not to share: Extending protection motivation theory to understand data sharing with the police. *Computers in Human Behavior*. Advanced online publication.

Trifiro, B., Upadhyay, A., Liu, S., Zhang, Z., & **Prena, K.** (2022). Framing Facebook Content: An analysis of how framing strategies drive Facebook engagement. *Journal of Promotion Management*. doi:<https://doi.org/10.1080/10496491.2022.2060413>

Upadhyay, A. & **Trifiro, B.** (2022). Legislative Agenda-Setting Power of Social Media: #BlackLivesMatter and the George Floyd Justice in Policing Act of 2020. *The Agenda Setting Journal*. doi:<https://doi.org/10.1075/asj.21006.upa>

PAPERS (CONTINUED)

11

Vasquez, R. (2022). CSR, CSA, or CPA? Examining the Corporate Climate Change Messaging Strategies. *Sustainability*, 14(6), 3604. Special Issue. CSR, CSA, and Societal Change. <https://doi.org/10.3390/su14063604>.

Zhou, B., **Su, C. C.**, & Liu, J. (2022). Multimodal connectedness and communication patterns: A comparative study across Europe, the United States, and China. *New Media & Society*. [Online First].

Zhang, Y., & Trifiro, B. (2022). Who Portrayed it as “The Chinese Virus”? An analysis of the multi-platform partisan framing in US news coverage about China in the COVID-19 pandemic. *International Journal of Communication*, 16, 1027-1050.

BOOKS

Oppliger, P. (2022). *Transmasculinity on Television*. Routledge.

BOOK CHAPTERS

Amazeen, M. A. (2022). Advertising. In G. A. Borchard (Ed.) *The SAGE Encyclopedia of Journalism* (2nd ed.). Thousand Oaks: SAGE Publications, Inc. <https://dx.doi.org/10.4135/9781544391199.n11>

CONFERENCE PRESENTATIONS

Cummings, J. J. & Shore, A. All too real: A typology of user vulnerabilities in extended reality. Paper presented at the ACM CHI Conference on Human Factors in Computing Systems (SSPRXR22 Workshop – Novel Challenges of Safety, Security and Privacy in Extended Reality). Virtual conference. April 2022.

Cahill, T. J. Beyond escapism: How do players use games to cope with stress? To be presented at DiGRA 2022, Kraków, Poland. July 2022.

Jaramillo, Deborah L. “Researching Television History Roundtable.” Organization of American Historians. Boston, MA. March 2022.

Su, C.C., Liu, J. Emerging xenophobic nationalism: “Trump blaming China for the pandemic” on Twitter and Weibo, the 9th European Communication Research and Education Association (ECREA 2022).

Trifiro, B. & Auger, R. Collaborating for COVID-19: Using social network analysis to assess collaboration. Manuscript to be presented to the American Political Science Association, Montreal, Canada, September 2022.

Trifiro, B., Clarke, M., Huang, S., Mills, B., Ye, Y., Zhang, S., Zhou, M., & Su, C. Monopolizing a Media Storm: Visualizing and understanding the network of US small businesses. Manuscript to be presented to the International Association for Media and Communication Research, Virtual, July 2022.

CONFERENCE PRESENTATIONS (CONTINUED)

Vasquez, R. & Neill, M. *Latina Voices: Examining the Roles, Experiences, and Coping Mechanisms of Latinas in Public Relations*. Presented at the 25th International Public Relations Research Conference (IPRRC). Orlando, FL. March 2022.

INVITED TALKS

Amazeen, M.A. (2022, January 20). Introduction to research program on misinformation and media literacy. The Institute of Museum and Library Services. [Remote talk].

Amazeen, M.A. (2022, February 10). Manufacturing doubt redux: How digital news organizations contribute to the science denialism legacy perfected by the U.S. tobacco industry. Boston University Research on Tap Series. Boston, Massachusetts.

Amazeen, M.A. (2022, July 4). The present and future of fact-checking: Challenges and opportunities. Invited Keynote Address at the Check4Facts Conference. Athens, Greece.

Amazeen, M.A. (2022, July 28). Warning: American media may be detrimental to democracy. To be presented at the Osher at Dartmouth 2022 Summer Lecture Series. Hanover, New Hampshire.

MEDIA APPEARANCES

February 4, 2022: Grid "The metaverse is everything you hate about the internet, strapped to your face."

<https://www.grid.news/story/technology/2022/02/04/the-metaverse-is-everything-you-hate-about-the-internet-strapped-to-your-face/>

February 4, 2022: Reuters "Fact Check – How can readers identify science misinformation?" <https://www.reuters.com/article/factcheck-science-misinformation/fact-check-how-can-readers-identify-science-misinformation-idUSL1N2UE1TB>

March 6, 2022: El Mercurio "Ukraine: The first great war of the hyperconnected era."

<https://digital.elmercurio.com/2022/03/06/A/TG4388D5>

AWARDS

2022 Page/Johnson Legacy Scholar Grant for Sustainability Communication



Virginia Harrison (Clemson University) & Rosalynn Vasquez (Boston University)

2022 Boston University Computer and Data Sciences Faculty Fellowship



Dr. Chris Chao Su

CRC STAFF



LINDSY GOLDBERG, M.A.

Lab & Research Manager

Research Interests: College radio, audience engagement in public media, psychophysiological responses to popular music, media economics



JENNA VIGRE

Social Media Specialist

Research Interests: Environmental communication, psychological and social impacts of advertisements



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