



FALL 2024

COM CRC NEWSLETTER



Boston University College of Communication
Communication Research Center

significant compute time (offline), to

ed to apply detection algorithms
of potential fakes (e.g., social net
tion in near real time



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.

The CRC was established in 1959 and 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 solidified the CRC as an institution with an intimate understanding of survey research methodology.

Today, the CRC has over 40 research fellows specializing in advertising, critical cultural studies, health communication, human-computer interaction, international communication, journalism studies, media entertainment, political communication, public relations, and mis/dis-information.

The CRC offers several research tools such as the iMotions biometric research platform, which allows faculty and students to examine physiological responses to various forms of media. Other devices include multiple virtual reality systems that aid faculty and students in investigating 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 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 and experience with the BU community. In recognition of the pioneering and inspirational contributions of Dr. Melvin L. DeFleur, the faculty members named this series in his honor.

2022 saw the inception of the COM/CRC Media & Technology Public Opinion Poll. In concert with Ipsos, the market research company, and COM's marketing communications team, each month a faculty researcher posits a question that measures the attitudes and opinions of 1,000 adults across the United States. Recent polls have generated coverage in the Boston Globe, eWeek, and NPR, further advancing the reach of the research being conducted via the CRC and promoting the thought leadership of its faculty fellows.



LETTER FROM THE DIRECTOR



**MICHELLE
AMAZEEN, PH.D.
CRC DIRECTOR**

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

December marks the conclusion of another bustling semester for the CRC which kicked off with our inaugural open house co-hosted with the Center for Innovation in Social Science. We also celebrated the 15-year milestone of our Colloquium Series, which consists of monthly research presentations that highlight current and original research of CRC fellows. Our fall speakers included Dr. Denis Wu (September), Dr. Chris Wells (November), and Dr. Maria "Betsi" Grabe (December).

Every semester, the CRC invites a distinguished scholar from outside the university to share their outstanding scholarship, expertise, and experience with the BU community. Our Fall 2024 Dr. Melvin L. DeFleur Distinguished Lecturer was Dr. Bartosz Wojdowski (University of Georgia) who spoke about deepfakes, AI images, and the psychology of detection. We were thrilled to welcome nearly 200 attendees from the BU community and from other universities in the Boston area.

To foster connections within our research community, our faculty fellows met monthly as part of our Work-In-Progress meetings. Special guests this semester included representatives from BU's Institutional Review Board and from the office of BU's Foundation Relations. We will continue these meetings in the spring semester on the first Thursday of the month at 3:30 pm. Our first meeting will be February 6th. Moreover, our Lunch & Learn series continued, enabling doctoral students the opportunity to talk with scholars such as Edward Schiappa, Ph.D, Arunima Krishna, Ph.D, Maria Grabe, Ph.D, and Katy Coduto, Ph.D, about their academic research and careers.

We concluded the semester with an onsite workshop focused on training faculty fellows on our biometric technology.

Led by an iMotions Product Specialist, the workshop offered an introduction to the iMotions software, theoretical insights into neuroscience and voice analysis, and practical, hands-on experience with the hardware and software required for conducting in-depth analyses with these tools. If you are interested in learning more about biometrics, short primers are available here and here.

Given the University's commitment to involving students in research, the CRC continued to facilitate fellows' efforts to recruit students as research participants via our SONA research participant management system. SONA provides both graduate and undergraduate students with the opportunity to engage in various research activities across COM while earning course credit. This semester, students from 42 different COM courses had access to 26 research opportunities. Faculty fellows (or their advisees) who utilize CRC resources are required to register their courses with SONA. We encourage you to consider including your courses in the upcoming Spring semester. To enroll, please complete this form. For more details about the SONA program, visit our website or email us comsona@bu.edu.

The CRC also sought to advance the thought leadership of its fellows with the Media & Technology Public Opinion Poll. In August, Prof. Anne Danehy lent her expertise to a poll about candidate imagery: Democrats' Convention Knocked Trump's Image Among Independents, Survey Suggests. Our September poll addressed social media warning labels that corresponded to research from Dr. Traci Hong: Social Media Should Include Warnings About Nicotine, Vaping - and Social Media Itself, Say Large Majorities.

LETTER FROM THE DIRECTOR

(CONT.) And in October, our poll examined gendered media effects with Dr. Nivea Canalli Bona: [Social Media Negatively Impacts Women More than Men, Americans Say in Survey](#). Faculty fellows interested in participating in a future poll can propose topics of interest by completing [this form](#).

Finally, to make communication research more accessible to the public, the CRC has launched [The COMversation](#), a podcast that connects academic insights with current events. Hosted by [Dr. Charlotte Howell](#), the [debut episode](#) dives into the evolving norms of communication and the role of misinformation in politics, providing listeners with an engaging, in-depth discussion on these timely issues. And, as of today, the second episode [Wicked Success](#) has been released; it explores the rise in on-screen adaptations, big-budget marketing tours, and what led to the wicked success of Wicked Part 1.

None of these efforts would have been possible without the commitment and hard work of [our staff](#) this fall. I am tremendously grateful to our Lab and Research Manager, Amanda King, who received their certification from iMotions in human behavior research and has been offering an unbelievable number of workshops to our students throughout the semester.

I would also like to thank our wonderful graduate and undergraduate assistants who helped to keep the Center running. Yelena Rodolitz (EMS) is our SONA administrator doing the behind-the-scenes work on our research participant management system. Yifang "Violet" Li (MCR) is our Communications Assistant writing about and promoting our activities. And Abby Bonner (FTV) and Eliza Lakritz (MS/AH) are our Podcast Assistants putting all the procedures and protocols in place for getting our podcast launched. Thanks to all, and I'm delighted our assistants will be continuing with us in the spring semester.

To our CRC community of fellows, I wish you all a joyous and restful holiday season and look forward to the many new and exciting activities we are planning for 2025!



(ABOVE)
MELVIN L. DEFLEUR
DISTINGUISHED LECTURE

(BELOW)
CISS & CRC FALL '24
OPEN HOUSE



FALL 2024 COM/CRC MEDIA & TECHNOLOGY SURVEY

THE COM/CRC MEDIA & TECHNOLOGY SURVEY, A COLLABORATION BETWEEN BOSTON UNIVERSITY AND IPSOS, A MARKETING RESEARCH COMPANY, RAN THROUGH SUMMER AND INTO THE FALL 2024 SEMESTER. WITH A RAPID TURNAROUND RATE, THIS PARTNERSHIP ALLOWS FOR TIMELY NEWS STORIES BY POLLING 1,000 ADULTS ACROSS THE U.S EACH MONTH. FROM POLLS ON THE EVE OF THE PRESIDENTIAL DEBATE TO VOTER SENTIMENT IMMEDIATELY BEFORE AND AFTER THE 2024 ELECTION, THIS PLATFORM PROVIDES A SPACE FOR OUR FELLOWS TO SPEAK TO NEWS AFFECTING THOSE ACROSS THE NATION.



**TAMMY VIGIL,
PH.D
JUNE**

TOPIC: NATIONAL
SENTIMENT
SURROUNDING THE
2024 PRESIDENTIAL
DEBATE



**PROFESSOR ANNE
DANEHY
AUGUST**

TOPIC: 2024
PRESIDENTIAL
ELECTION
CANDIDATE
IMAGERY



**TRACI HONG, PH.D
SEPTEMBER**

TOPIC: SOCIAL
MEDIA WARNING
LABELS REGARDING
VAPING AND
NICOTINE



**NIVEA CANNALI
BONA, PH.D
OCTOBER**

TOPIC: PERCEPTION
OF PORTRAYAL OF
GENDERED ISSUES ON
SOCIAL MEDIA



**DENIS H. WU, PH.D
NOVEMBER**

TOPIC: EMOTIONAL
ASSOCIATION WITH
PRESIDENTIAL
CANDIDATES BEFORE
& AFTER 2024
ELECTION



NEW CRC FACULTY FELLOWS

The CRC would like to extend a warm welcome to our five new faculty fellows and to Betsi Grabe, whom we welcomed in the Spring. It has been a delight to work with all of you this Fall and we look forward to Spring 2025!



SUNG-UN YANG, PH.D
-
PROFESSOR & CHAIR, MASS COMMUNICATION, ADVERTISING, & PUBLIC RELATIONS
RESEARCH INTERESTS: STRATEGIC COMMUNICATION MANAGEMENT, ORGANIZATION-PUBLIC RELATIONSHIPS, SOCIAL MEDIA COMMUNICATION & PUBLIC DIPLOMACY

MARIA 'BETSI' GRABE, PH.D
-
DALTON FAMILY PROFESSOR & DIRECTOR, EMERGING MEDIA STUDIES
RESEARCH INTERESTS: INFORMED CITIZENSHIP, POLITICAL PARTICIPATION, DEMOGRAPHIC VARIATIONS IN NEWS RECEPTION, CITIZENS' RESILIENCE IN NAVIGATING POLLUTED INFORMATION ENVIRONMENTS.



JUWON HWANG, PH.D
-
ASSISTANT PROFESSOR, MEDIA SCIENCE
RESEARCH INTERESTS: HEALTH COMMUNICATION, NEW COMMUNICATION TECHNOLOGY, HEALTH INTERVENTIONS, UNDERSERVED POPULATIONS



NEW CRC FACULTY FELLOWS

The CRC would like to extend a warm welcome to our five new faculty fellows and to Betsi Grabe, whom we welcomed in the Spring. It has been a delight to work with all of you this Fall and we look forward to Spring 2025!

EJAE LEE, PH.D

-
ASSISTANT PROFESSOR, PUBLIC RELATIONS
RESEARCH INTERESTS: AUTHENTICITY IN CORPORATE COMMUNICATION, CORPORATE SOCIAL RESPONSIBILITY, CORPORATE SOCIAL ADVOCACY, ORGANIZATION-PUBLIC RELATIONSHIPS



AYSE LOKMANOGLU, PH.D

-
ASSISTANT PROFESSOR, EMERGING MEDIA STUDIES
RESEARCH INTERESTS: POLITICAL COMMUNICATION, SOCIAL MEDIA, COMPUTATIONAL METHODS, CRITICAL COMPUTATIONAL STUDIES

CEN 'APRIL' YUE, PH.D

-
ASSISTANT PROFESSOR
RESEARCH INTERESTS: PUBLIC RELATIONS, INTERNAL WORKPLACE COMMUNICATION, LEADERSHIP COMMUNICATION, CORPORATE SOCIAL RESPONSIBILITY AND ETHICS





NEW EMS PH.D STUDENTS

Each Fall semester, the Emerging Media Studies program welcomes three Ph.D students to COM's academic community. We're excited to support you as you hone your research interests and progress through your unique & inspiring journey.



YUNXIAO 'CAITLYN' CHEN

RESEARCH INTERESTS: THE DYNAMICS OF HUMAN-COMPUTER INTERACTION AND ITS PSYCHOLOGICAL IMPACT, SENSOR-MEDIATED COMMUNICATION, HUMAN-MACHINE SYMBIOSIS

LARA GUVELIOGLU

RESEARCH INTERESTS: EMERGING TECHNOLOGIES AND SOCIETAL IMPACT, ETHICAL INTEGRATION AND REGULATION OF ARTIFICIAL INTELLIGENCE, ALGORITHMIC CURATION & ITS INFLUENCE, DIVERSITY AND INCLUSION IN MEDIA TECHNOLOGIES,



MAXIMILIAN WONG

RESEARCH INTERESTS: THE PSYCHOLOGICAL DIMENSIONS OF VIDEO GAMES, USER EXPERIENCE AND CREATOR COMMUNITIES WITHIN THE ONLINE ECOSYSTEM



NEW THIS FALL: HIGHLIGHTS & UPDATES

Welcome Back Open House

Co-hosted by The Communication Research Center
& The Center for Innovation in Social Sciences

The Communication Research Center kicked off the Fall semester with an open-house co-hosted by CAS's Center for Innovation in Social Science. This welcome back event offered an opportunity for students and faculty to connect, meet Center staff, explore potential interdisciplinary-

collaborations, and -of course- enjoy some free snacks & beverages. A diverse range of guests, from Archaeology to Hospitality Administration, attended the CRC's biometric demonstrations. It was inspiring to watch relationships form and creativity flow, as researchers from a variety of backgrounds were able to experience how biometrics can enhance their research.



NEW THIS FALL: HIGHLIGHTS & UPDATES

In collaboration with Dr. Charlotte Howell, of COM's Department of Film & Television, the Communication Research Center released its podcast: The COMversation. Each episode - hosted by Dr. Howell - is approximately 30 minutes and hosts scholars from across the College of Communication. Our north star was to create a podcast that makes communication research more accessible, integrates scholarly perspectives with current events, and serves as a platform for faculty to discuss their academic passions.



DR. AMAZEEN (LEFT), DR. VIGIL (CENTER), & DR. HOWELL (RIGHT) POSING AFTER WRAPPING UP THE FIRST EPISODE OF THE CONVERSATION.

COMVERSATION

A podcast presented by Boston University's
Communication Research Center



Hosted by
Dr. Charlotte Howell

Comfortably settled in one of the many podcasting studios at 640 Commonwealth, we recorded our first episode with guest speakers Dr. Amazeen and Dr. Vigil. Our inaugural episode dove into the shifting landscape of election norms, media influence, and the power of misinformation in shaping public opinion and voter behavior. Our newly released second episode, with guests Dr. Oppliger and Prof. Danielpour, explores the success of 'Wicked Part 1', the rise in on-screen adaptations, and big-budget marketing tours. Press that 'Like' and 'Subscribe' button, fellows!

NEW THIS FALL: HIGHLIGHTS & UPDATES

TECHNOLOGY UPGRADES

With the increase of interest in biometric research, the Communication Research Center has been incrementally upgrading its technological hardware and software over the Fall '24 semester. With additional workstations, devices, and upgraded software, we're looking forward to advancing BU's communication research in the coming years.



Lenovo ThinkPad P16 Gen2 Intel (16") - Mobile Workstation (Qty. 2)

1. Processor: 13th Generation Intel® Core™ i7-13850HX vPro® Processor (E-cores up to 3.80 GHz P-cores up to 5.30 GHz)
2. Memory: 128 GB DDR5-3600MHz (SODIMM) - (4 x 32 GB)
3. SSD: 2 TB SSD M.2 2280 PCIe Gen4 TLC Opal
4. Display: 16" WQXGA (2560 x 1600)
5. Graphics Card: NVIDIA RTX™ 3500 Ada Generation Laptop GPU 12GB GDDR6

Neuroelectrics Enobio 8 (Qty. 1)

The Neuroelectrics Enobio 8 is a versatile wireless EEG device designed for research and clinical applications. It features 8 channels for recording brain activity, offering high-quality, real-time EEG monitoring. Its Bluetooth connectivity enables remote monitoring. It is commonly used in neuroscience research, brain-computer interfaces, and cognitive studies, providing reliable data for exploring brain activity and neurological disorders.



NEW THIS FALL: TECHNOLOGY UPGRADES (CONT.)

SmartEye AI-X (Qty. 3)

The Smart Eye AI-X is a compact, high-performance eye tracker, with a refresh rate of 60 Hz, designed for screen-based research. This eye tracker is recommended for a variety of research fields, including marketing, media studies, UX, and psychology, due to its simplicity and accuracy.

A dark, rectangular device with the text "smart AI-X" printed on its surface.

Shimmer3 GSR+ (Qty. 3)

The Shimmer3 GSR+ is a wearable sensor designed to measure Galvanic Skin Response (GSR), capturing electrodermal activity to assess physiological arousal. With wireless capabilities and a compact design, it facilitates real-time data collection in both research and clinical settings.

Neuroelectrics Neoprene Headband (Qty. 2)

The Neuroelectrics Neoprene Headband is a comfortable and flexible accessory designed for experiments focusing on the frontal region of the head. It features seven electrode placeholders, facilitating precise placement for EEG monitoring and transcranial electrical stimulation (tES).



NEW THIS FALL: TECHNOLOGY UPGRADES (CONT.)

Polar H10 (Qty. 4)

The Polar H10 is a high-precision chest-strap heart rate monitor designed with reliable ECG-based heart rate tracking. Known for its exceptional accuracy, the H10 features advanced sensors that deliver real-time heart rate data, making it ideal for health monitoring and scientific studies.



Panasonic HC-X20 4K (Qty. 1)

The Panasonic HC-X20 is a professional-grade 4K camcorder designed for versatile video production needs. It features a high-sensitivity 1.0-inch MOS sensor with approximately 15.03 effective megapixels, capable of recording UHD 4K (3840 x 2160) video. Perfect for filming the CRC's Colloquium and DeFleur lecture events.



iMotions AudEERING Voice Analysis Module

iMotions Voice Analysis Modules is integrated with audEERING's advance voice analysis technology that provides insights into human behavior and psychology by analyzing vocal expressions. This module evaluates aspects such as pitch, tone, and rhythm to understand emotional states and well-being. It also enables researchers to measure a voice's valence, arousal, and dominance.



FALL 2024 COM RESEARCH COLLOQUIUM SERIES

The Communication Research Colloquium Series at Boston University, established in October 2009, features monthly faculty presentations showcasing original research from the College of Communication. This forum fosters intellectual exchange, highlights diverse methodologies, and promotes discussions among faculty and students on various communication topics.

Physiological Response to Political Ads: The Influence of Partisan and Issue Congruence on Attention & Emotion

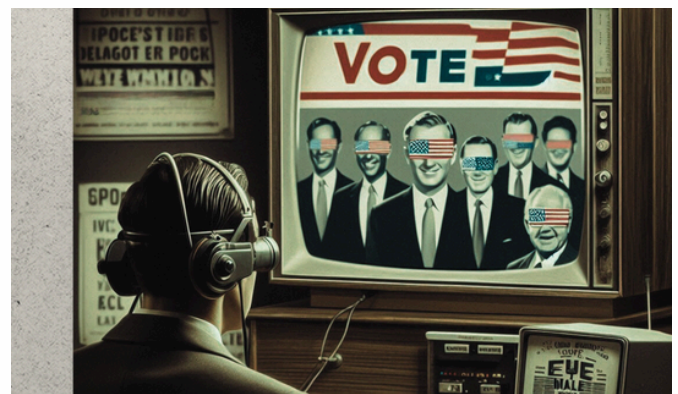
Dr. Denis Wu
Professor, Department of Mass Communication, Advertising & Public Relations.

September, 2024

Political advertisements are central to electoral campaigns, yet voters' physiological responses to them remain understudied.

This talk presented an experimental study using eye-tracking & facial expression analysis to examine cognitive and emotional reactions to issue-focused campaign ads from various sponsors.

Key questions included the impact of party affiliation and issue concern on attention and emotions, alignment between self-reports and physiological measures, and the role of positive versus negative emotions in voting decisions.



PHYSIOLOGICAL RESPONSE TO POLITICAL ADS:

THE INFLUENCE OF PARTISAN AND ISSUE CONGRUENCE ON ATTENTION AND EMOTION

H. DENIS WU, PHD

Professor, Department of Mass Communication, Advertising and Public Relations

**TUESDAY, SEPTEMBER 24
3:30PM : COM 209**


 College of Communication



Illustration created with the assistance of Midjourney AI

SOCIAL CLASS, TASTE CULTURES, MEDIA PREFERENCE AND POLITICAL ALLEGIANCE IN THE 2024 UNITED STATES

CHRIS WELLS, PHD

*Associate Dean of Faculty Development;
Associate Professor, Emerging Media Studies*

**WEDNESDAY, NOVEMBER 20
3:30 - 4:30 PM
COM 209**

Social Class, Taste Cultures, Media Preference, & Political Allegiance in the 2024 United States

Dr. Chris Wells

Associate Professor, Emerging Media Studies

November, 2024

Defining social class in the United States has been a puzzle for over 200 years, and class has always had complex interactions with political power. This was all the more true in 2024; the presidential election results revealed shifts in how economic wealth, race, and partisan politics intersected, alongside the growing politicization of consumer & media preferences.

This presentation, inspired by Pierre Bourdieu & Michael Savage, explored a typology of American social class based on economic and cultural capital & its links to political and media preferences.

Taking Images Seriously

**Dr. Maria 'Betsi' Grabe
Director, Emerging Media Studies**

December, 2024

Today, in most parts of the world, the written word is still canonized as the conduit of information that sustains participatory citizenship. By contrast, images are treated as low in information value & as a source of pressing contemporary concern. As the capacity for AI generated images proliferates, the public consternation about deepfakes seems disproportionate to concerns expressed about AI-driven linguistic utility.

This visual-linguistic schism is also observable in research. Yet multimodal media environments with life-like images & sound are arguably as central to contemporary life as the printed word. This talk meandered through natural history, differences between image and linguistic communication, and concluded that images should be taken seriously.



TAKING IMAGES SERIOUSLY

MARIA BETSI GRABE, PHD

*Dalton Family Professor;
Director of Emerging Media Studies*

**Wed, December 4, 2024
3:30 PM - 4:30 PM**

GSU AUD

FALL 2024 MELVIN L. DEFLEUR DISTINGUISHED LECTURE

DEFLEUR DISTINGUISHED LECTURE SERIES




SEEING IS NOT BELIEVING: DEEPPFAKES, AI IMAGES, AND THE PSYCHOLOGY OF DETECTION

BARTOSZ WOJDYNSKI, PH.D

*Director of the Digital Media Attention & Cognition Lab;
Associate Professor of Journalism at University of Georgia*

**WEDNESDAY, NOVEMBER 13
3:30PM : COM 101**

 College of Communication

Seeing is Not Believing: Deepfakes, AI Images, & the Psychology of Detection

Dr. Bartosz Wojdyski
**Director of the Digital Media &
Cognition Lab;**
University of Georgia

November, 2024

The rapid growth of technology that can synthesize images, video, and voice now allows users to generate realistic fake photos and videos, which can be used to manipulate people's perceptions of real-world facts, and to promote disinformation. The evolving nature of digital media means we are all developing our own rules and shortcuts for understanding how to separate truth from fiction.

This talk presented the results of recent experiments on how consumers evaluate and classify fake images and how they attempt to discern fake and genuine visual content. He also discussed the promises and pitfalls of media literacy & technological solutions to the issues posed above.

110TH ANNUAL NCA CONFERENCE

COMMUNICATION FOR GREATER REGARD

NEW ORLEANS, LOUISIANA

NOVEMBER 21-24, 2024

CRC FELLOW PRESENTATIONS

Chen, S. (2024). *China's rhetoric of state nationalism in an identity narrative perspective*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Coduto, K. D. (2024). *Compulsive use of social media in true crime contexts: Posting behaviors and perceived channel affordances*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Coduto, K. D. & Ross, M. (2024). *Introducing affordance sets: How accessibility, conversational control, and personalization relate to channel competence and sexting outcomes in concert*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Hash, N., Hance, A., & Guo, Y. (2024). *Regarding digital resource adoption in refugee community: The gratification of needs, barriers, and facilitators in the resettlement*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Jia, Y. & King, A. (2024). *From melody to meaning: Exploring the effects of video game background music congruency on narrative comprehension*. (2024). [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Li, H., **Park, D., & Cummings, J. J.** (2024). *Staying informed in the misinformation age: Exploring how public health-related social media usage impacts young adults' health empowerment*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Luo, M., Li, Hui., Xu, W., Li, T., & Crissman, J. (2024). *Examining the effects of preview modality on user engagement and acceptance of real and fake vaccine news on X*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Luo, M., Xu, W., Su, H., Zhang, M., Yan, H., Zhou, X., & **Cummings, J.J.** (2024). *How should AI talk? Examining disclaimers and anthropomorphic design in shaping trust toward AI chatbots*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

110TH ANNUAL NCA CONFERENCE

COMMUNICATION FOR GREATER REGARD

NEW ORLEANS, LOUISIANA
NOVEMBER 21-24, 2024

CRC FELLOW PRESENTATIONS (CONT.)

Pappas, S., **Coduto, K. D.**, Aromona, S., & Anderson, J. (2024). *Deindividuation among gendered violence survivors and posting about #MeToo*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Rita Men, L., **Yue, C.**, Li, Q., & Nam, G. (2024). *Building bridges of trust: The role of perceived organizational support, supervisory communication, and coworker relationships in enhancing frontline employee support*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Vu, C., **Cummings, J.J.**, & **Park, D.** (2024). *Students' engagement with ChatGPT 3.5 for educational tasks: Inoculation training, verification, and modification intentions*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Xu, W. & Yang, L. F. (2024). *Equal rights or oppression? A study of homosexuality discussion on Chinese social media Zhihu from the perspective of co-cultural theory*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Yue, C., Qu, Y., Kim, K., & Zhou, A. (2024). *Workplace ties that matter: The impact of instrumental and friendship networks on employee identification, wellbeing, and turnover intention*. [Paper presentation]. National Communication Association Conference, New Orleans, Louisiana.

Zhuang, Y. & **Hong, T.** (2024). *Addressing vaccine hesitancy: A thematic analysis of Twitter discourse on vaccination during pregnancy*. [Paper Presentation]. National Communication Association Conference, New Orleans, Louisiana.

Bona, N. C. & Nunes, M. (2024, November) *Women erased from knowledge production in Latin America: How to include gender discussion in media literacy methods* [Presentation]. *Feminism as a Method, Feminist Epistemologies, Methodologies and Methods in the Social Sciences*, Florence, Italy.

Cahill, T. J. (2024, July). *Navigating the virtual playground: How do players choose what, when, and how to play?* [Paper presentation]. DiGRA 2024, Guadalajara, Mexico [Hybrid].

Huang, D., Hash, N., Cummings, J. J., & Prena, K. (2024, August). *Academic cheating with generative AI: Exploring a moral extension of the theory of planned behavior* [Paper presentation]. 107th Annual Conference of the Association of Education in Journalism and Mass Communication (AEJMC) (Media Ethics Division) Annual Conference, Philadelphia, PA.

McClain, A. K. (2024, August). *Requiring research chops? Insights into the Children's Media Industry* [Paper presentation]. 107th Annual Conference of the Association of Education in Journalism and Mass Communication (AEJMC), Philadelphia, Pennsylvania.

Krishna, A., Cummings, J. J., Ji, Y. G., Su, C. C., Vasquez, R. A., & Amazeen, M. A. (2024, August). *Predicting health misperceptions: The role of eHealth literacy and situational perceptions* [Paper presentation]. 107th Annual Conference of the Association of Education in Journalism and Mass Communication (AEJMC) (Communicating Science, Health, Environment and Risk Division) Annual Conference, Philadelphia, PA.

McClain, A. K. (2024, December 2). [Invited Lecture]. *The desire for more research in kids' media*. Sesame Workshop at Joan Ganz Cooney Center. [Digital]. <https://joanganzcooneycenter.org/2024/12/02/the-desire-for-more-research-in-kids-media/>

Paudel, P., Saeed, M. H., **Auger, R., Wells, C.**, & Stringhini G. (2024, August 15). *Enabling contextual soft moderation on social media through contrastive textual deviation* [Presentation]. 33rd USENIX Security Symposium, Philadelphia, Pennsylvania. <https://www.usenix.org/conference/usenixsecurity24/presentation/paudel-enabling>

Su, C. (2024, May 6). *Decoding the dynamics of media platforms: Two computational approaches* [Presentation]. Peking University HSBC Business School (PHBS), China.

Su, C. (2024, May 22). *Selective citation in online fact-checking service: A networked approach* [Presentation]. Fudan University, China.

Su, C. (2024, June 5). *Misinformation, fact-checking, and platform governance* [Presentation]. SICSS-Singapore 2024, National University of Singapore, Singapore.

Su, C. (2024, July 26). *Study platform governance through time-series methods* [Presentation]. Science Foo Camp, University of Cambridge, UK.

Su, C. (2024, September 26). *Understanding the dynamics of platform governance* [Presentation]. University of Macau, Macau, China.

Su, C. (2024, November 22). *The AI assemblage: Mapping the shifting rules and relationships shaping platform governance* [Presentation]. The Communication Seminar Series, at The Chinese University of Hong Kong, Hong Kong, China.

Wijanarko, M., Susanto, L., Pratama, P., Idris, I., **Hong, T.**, & Wijaya, D. (2024, November). *Monitoring hate speech in Indonesia: An NLP-based classification of social media texts* [Presentation]. Empirical Methods in Natural Language Processing (EMNLP): System Demonstrations, Miami, Florida. <https://aclanthology.org/2024.emnlp-demo.15.pdf>

Wu, J., Fetterman, J. L., Cornacchione Ross, J., & **Hong, T.** (2024, August). *Quitting on TikTok: Effects of message themes, frames, and sources on engagement with vaping cessation videos* [Poster presentation]. The Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Philadelphia, Pennsylvania.

PUBLICATIONS

Amazeen, M. A., Vasquez, R. A., **Krishna, A.**, **Ji, Y. G.**, **Su, C. C.**, & **Cummings, J. J.** (2024). Missing voices: examining how misinformation-susceptible individuals from underrepresented communities engage, perceive, and combat science misinformation. *Science Communication*, 46(1), 3-35. <https://doi.org/10.1177/10755470231217536>

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To my Fall 2024 assistants, I was delighted to see new and old faces alike this semester. I am grateful for all the hard work you pour into the CRC and for the opportunity to know you all; I could not do this without any of you.



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LRM ACKNOWLEDGMENTS

Each semester the 704 basement family grows just a little more. Each and every one of you who stops by the reception desk brings some bright light into these dark winter days. I am endlessly thankful for the opportunity to know you all and I look forward to another semester with you.





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