



# #SCREENTIME2021

NETWORKED RESILIENCE: NAVIGATING  
SOCIAL ISOLATION THROUGH MEDIA CONNECTIVITY

JUNE 28, 2021 • 8:30 AM - 12:30 PM



**Boston University** College of Communication  
Division of Emerging Media Studies

ATTENDANCE BY INVITATION ONLY  
HOSTED ON ZOOM | PROGRAM



**Boston University** College of Communication  
Division of Emerging Media Studies

**#SCREENTIME** is an annual academic conference in June put on by the graduate students from the Division of Emerging Media Studies at Boston University's College of Communication.

All Emerging Media Studies students contribute to the annual #Screentime conference. This exciting conference provides an opportunity for EMS students to present their research in the field of digital communication and society as well as exchange their views with peers and field leaders concerning important contemporary issues. By showcasing the fruits of their research, EMS students share their ideas with the general public and industry leaders. In addition, the conference provides an opportunity for students to develop their public communication capabilities and get input and advice from industry experts in a professional setting.

**THIS YEAR'S TOPIC:** We will explore the topic – ***#Networked Resilience: Navigating Social Isolation Through Media Connectivity***. The projects aim to understand how individuals and organizations harness the power of social media to inform and support policy making, health communication, learning and education, organizational communication, and other efforts in the time of a pandemic.

**8:30 - 8:35AM**    **Introduction**    James Katz & Lei Guo (EMS faculty)

**8:35 - 8:40AM**    **Welcome Address**    Mariette DiChristina (COM Dean)

**8:40 - 8:50AM**    **Keynote Speaker**    Cheri Paulson (Senior Director for the Graduate Center for Career Development at Babson College)

**9:00 - 10:00AM**    **Panel One**    Understanding the uses of emerging media technologies in business and government  
**Moderator:** Lei Guo (EMS faculty)

**Presentation 1**    **Client:** Destination Partner: A Shanghai-based tourism marketing service provider  
**Project Mentor:** Yiyan Zhang

**Presentation 2**    **Client:** Boston University Fitness and Recreation Center  
**Project Mentor:** Alexis Shore

**Presentation 3**    **Client:** City of Melrose  
**Project Mentor:** Alexis Shore

**10:00 - 10:15AM**    **Break - Virtual poster presentation I**

**10:15 - 11:00AM**    **Panel Two**    Social media and economics  
**Moderator:** Chris Chao Su (EMS faculty)

**Presentation 4**    **Client:** Marialuz Moreno Badia, Deputy Division Chief in the International Monetary Fund's Fiscal Affairs Department  
**Project Mentors:** Chris Chao Su & Lei Guo

**Presentation 5**    **Client:** Twitter, Revenue Diversity & Emerging Businesses  
**Project Mentor:** Briana M. Trifiro

**10:00 - 11:15AM**    **Break - Virtual poster presentation II**

**11:15 - 12:00PM**    **Panel Three**    Social media, health, and education  
**Moderator:** Kelsey Prena (EMS faculty)

**Presentation 6**    **Client:** Brigham and Women's Hospital  
**Project Mentor:** Chawannuch Chaikulgamdee

**Presentation 7**    **Client:** Harvard Graduate School of Education  
**Project Mentor:** Rebecca Auger

**12:00 - 12:25PM**    **Award Ceremony**    Presented by EMS faculty

**12:25 - 12:30PM**    **Closing Comments**

# #SCREENTIME2021

## PRESENTATIONS

### » PRESENTATION 1:

**CLIENT:** Destination Partner (DP), a Shanghai-based tourism marketing service provider

**PROJECT MENTOR:** Yiyang Zhang

**TEAM MEMBERS:** Miao Yang, Chao Huang, Zhongyun Chen, Qianqiao Fang, Fanfan Kong, Xin He, Jiandong Ren, Qinyu Cheng

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**ABSTRACT:** Museums around the world have become more commercially minded, realizing selling gifts as a form of cultural merchandise can increase their impact, especially among the younger generation. In particular, museum gifts, or *Wen Chuang*, have become a big hit in China in recent years. From the standpoint of urban communication, the design and promotion of museum gifts can also help construct and revitalize city images. Using a *Uses and Gratifications* approach, this research project investigates what motivates Chinese consumers to engage with museum gifts on China's social networking site WeChat -- an emerging platform for marketing cultural and creative products -- and the extent to which a city's cultural identity plays a role in this process. Methodologically, the study is based on an online survey and experiment among a convenience sample of Chinese consumers. The results show that the convenience of obtaining product information online and the cultural significance of museum gifts are among the major driving forces for consumers to purchase the products. Our research builds a theoretical link between the *Uses and Gratifications* theory, urban communication, and marketing research. It also has important practical implications for professionals who work in the museum sector in particular and cultural and creative industries in general.

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**KEY WORDS:** cultural and creative industries; social engagement; online purchase intention; Uses and Gratifications Theory; urban communication; Strategic Experiential Modules (marketing research); online survey and experiment; WeChat

**TEAM BIO:** Our team is made up of eight Emerging Media Studies Master's students of Boston University, mentored by Yiyan Zhang, a Ph.D. candidate at the program. We are all from different provinces in China and have great interests in cultural and creative industries. Most of us have purchased cultural and creative products on large e-commerce platforms and social media platforms and found the products as well as the shopping process enjoyable. Therefore, we are very passionate about this research project. What we have learned from the Division of Emerging Media Studies provides us with relevant theories and methodologies to complete this research. We now have strong capabilities of conducting online survey and experiment research, running data analysis, and writing research reports.

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**CLIENT BIO:** Destination Partner (DP) is a Shanghai-based cultural and communication company, focusing on destination marketing. As a part of their effort to promote Shanghai's city image, DP collaborates with over 100 Shanghai-based museums and launched a WeChat online shop "Explore Museum" to sell museum gifts collectively. DP hopes that the results of the research project can inform their business strategies to enhance user interactions with the WeChat shop and ultimately promote the City of Shanghai as a tourist destination.

## » **PRESENTATION 2:**

**CLIENT:** Boston University Fitness & Recreation Center (FitRec)

**PROJECT MENTOR:** Alexis Shore

**TEAM MEMBERS:** Dannie Anneckston, Mandy Chou, Dongpeng Huang, Jessica Li

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**ABSTRACT:** As a result of the COVID-19 regulations and closure of gyms nationwide, more people are pursuing fitness at home using online resources. Using Uses and Gratification theory (U&G) and Media System Theory (MSD), this study intends to determine which gratifications influence attitude and continued use of online fitness content. Such gratifications include informativeness, web irritation, social interaction, and social presence. An online survey was distributed to college students at a northeastern university (N = 134) collecting both quantitative and qualitative data. The results demonstrate that informativeness, social interaction, and social presence as well as web irritation significantly influenced attitude towards online fitness content ( $p < .05$ ). Additionally, social presence and web irritation significantly



influenced participants' continued use of online fitness content ( $p < .05$ ) This study contributes to the creation of online fitness content that is highly informative and orientated toward social presence while minimizing web irritation. Such results can be broadly applied to fitness creators and brands who leverage online fitness content.

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**KEY WORDS:** online fitness content; social media; COVID-19; Uses and Gratification Theory; Media System Dependency Theory; survey

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**TEAM BIO:** Our group is composed of four Master's students from the Emerging Media Studies Division at Boston University. We are grateful to have our Ph.D. lead, Alexis Shore. Our group members come from different cultural backgrounds and have diverse academic and career interests. We enjoy applying communication theories in combination with our daily social network experiences to make a comprehensive media research project.

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**CLIENT BIO:** Boston University Fitness and Recreation Center (FitRec) is a space that offers a high-class gym, fitness classes, and various fitness activities. FitRec has built a community of health and fitness for the wider Boston area by offering both a physical space for working out and a virtual sphere on social media to converse about healthy living. Gym structures have changed due to the COVID-19 pandemic, leading FitRec to expand their online presence to continue to be a resource for BU students, staff, and faculty. FitRec already has a strong social media presence, but they sought to understand how to best reach their stakeholders on social media in a post-pandemic world through understanding theory.

## » **PRESENTATION 3:**

**CLIENT:** City of Melrose

**PROJECT MENTOR:** Alexis Shore

**TEAM MEMBERS:** Kelsey Ffrench, Xiangbo He, Amanda King, Yue Su, Luying Wang, Yandan Wang

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**ABSTRACT:** With the pandemic forcing a monumental shift to working from home, many organizations have turned to technology to find new ways to communicate. Unlike larger organizations, municipal governments may not

have as well-established internal communication channels, resulting in an unprecedented challenge for smaller organizations transitioning to remote work. Internal communication not only improves efficiency within an organization but also builds and strengthens employee relationships. We investigated the influences of established factors (relative advantage, complexity, observability, and perceived usefulness) on the adoption of innovations by applying the Diffusion of Innovation Theory and the Technology Acceptance Model. An online survey was used to collect data on this topic, and multiple regression analyses were run to uncover the relationships between these study variables.

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**KEY WORDS:** working from home; municipal governments, communication technologies, diffusion of innovation theory, technology acceptance model

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**TEAM BIO:** Our group includes six Master's students in the Emerging Media Studies program at Boston University. Our team collaborated from all over the world, navigating a number of different time zones to work together in conducting research on behalf of Boston University for our client. With the guidance of our team lead, Ph.D. student Alexis Shore, we worked to understand the adoption of a technology in the workplace that would help improve organizational communication and foster a sense of community within a newly distributed workforce.

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**CLIENT BIO:** The City of Melrose is located about 7 miles north of Boston and has a population of 28,000 people. The Mayor of Melrose, Paul Brodeur, was elected in November 2019 and quickly faced the challenge of managing a newly distributed workforce due to the COVID-19 pandemic. Knowing the importance of fostering a sense of community and building trust within an organization, the Mayor sought out Boston University to find the best way to achieve this during these unprecedented times.

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## » **PRESENTATION 4:**

**CLIENT:** Marialuz Moreno Badia, Deputy Division Chief in the International Monetary Fund's Fiscal Affairs Department

**PROJECT MENTORS:** Chris Chao Su and Lei Guo

**TEAM MEMBERS:** Huaiyu Chen, Botao Jiang, Meiqi Liu, Leqi Mei, Moiketsi Thipe, Xiewen Wu, Sihan Zhang, Yang Zhou, and Erik Krumins





**ABSTRACT:** Sovereign debt refers to a central government's debt. The COVID-19 pandemic has exacerbated existing debt challenges in many countries. As of now, about half of low-income countries and several emerging markets are already in or at high risk of a debt crisis. In light of the urgency of the issue, people from many different countries have been using Twitter -- a social media platform -- to distribute relevant news and information and share their thoughts on the topic. Tracking the Twitter conversation about sovereign debt would be useful for policymakers, economists, and other individuals and organizations to better understand the issue and offer effective policy advice. This project aims to (1) examine the Twitter discourse related to the sovereign debt issue and (2) identify opinion leaders in this conversation.

Computational text analysis and manual content analysis were conducted to examine tweets mentioning sovereign debt collected from January 2020 to March 2021. The analysis focused on the mentions of countries and themes prominent in the tweets. In addition, network analysis was used to identify opinion leaders. The results show that larger countries in terms of population and geographic size were mentioned more often than other countries. The study also reveals that individual users such as economic experts and ordinary citizens were more influential than institutional users in leading the conversation on Twitter. Findings of the study contribute to the literature of international information flow and have practical implications for understanding Twitter as an international public sphere for discussing important economic issues.

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**KEY WORDS:** sovereign debt; Twitter; Covid-19; international information flow; opinion leaders; network analysis; content analysis; computational analysis

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**TEAM BIO:** Our group includes nine master's students in the Emerging Media Studies program at Boston University, mentored by the instructors Dr. Su and Dr. Guo. Our collective experience spans across a number of disciplines that each informs the topic of sovereign debt and how it is discussed in online social contexts. Our group members consist of those who have practical experiences in data analysis, economics, and sociology. As a team, we analyze and interpret the Twitter conversation through data collection, text analysis, network analysis, and report writing.

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**CLIENT BIO:** Dr. Marialuz Moreno Badia is the Deputy Division Chief in the International Monetary Fund's Fiscal Affairs Department where she coordinates work on the Fiscal Monitor, a report developed to survey and analyze global public finance developments and assess financial policies. Dr. Badia's research has focused on fiscal institutions, debt sustainability, and fiscal-financial





interlinkages. Her country work experience includes a broad range of advanced and emerging countries such as Brazil, Greece, Ireland, and Spain. Dr. Badia holds a Ph.D. from Boston University.

## » **PRESENTATION 5:**

**CLIENT:** Twitter, Revenue Diversity & Emerging Businesses

**PROJECT MENTOR:** Briana M. Trifiro

**TEAM MEMBERS:** Michael Clarke, Maoxin Zhou, Siming Zhang, Xiwu Zhang, Yijun Ye

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**ABSTRACT:** Twitter is a social networking platform with over 300 million monthly active users. Among those users are a number of businesses, both large and small. Twitter's internal research teams are interested in understanding how small businesses utilize Twitter. The present study chose to examine these businesses from the perspective of media event theory. According to media events theory, certain large-scale events will attract excess viewership and attention from the public, both on traditional platforms like network television and on modern social networks such as Twitter. This study examines the ways in which small businesses leveraged media events of 2020, including COVID-19 and the 2020 US presidential election, so as to increase engagement and foster the growth of their businesses via Twitter. Using 35,000 tweets based on media event hashtags collected from 2020, we investigated Twitter engagement among 100 of the fastest-growing small enterprises in the U.S. Our results showed that small businesses were most likely to engage in discussions surrounding the COVID-19 pandemic that occurred throughout 2020 compared to other media events. Additionally, we examined how engagement varied among tweets that were about media events and those that were about small business activities.

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**KEY WORDS:** media events; Twitter; small businesses; engagement; COVID-19

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**TEAM BIO:** Our group is composed of five students pursuing Master's degrees from the Division of Emerging Media Studies at Boston University. All of us are appreciative to have Briana Trifiro as our Ph.D. mentor. Due to the COVID-19 pandemic, our group members met virtually over the past six months, applying our knowledge to collaborate together across different time zones in an effort to connect academia and industry. Through the EM777 capstone experience, we were able to craft a literature review, perform an in-depth theory application, hone our communication skills, and collaborate with our client to meet their goals.



**CLIENT BIO:** Twitter is a very popular social media platform that has been committed to providing individuals and businesses with more opportunities for communication during the development of the company for more than 20 years. Twitter's excellent customer services and convenient features should attract many small businesses. Twitter not only provides a convenient communication space for small businesses and their customers but also helps small businesses increase user engagement. To provide a better user experience for small businesses has always been Twitter's goal. With this goal in mind, our team was tasked with analyzing the ways in which small businesses establish their brands on Twitter and how they are able to optimize their presence on the platform to generate engagement.

## » **PRESENTATION 6:**

**CLIENT:** Brigham and Women's Hospital

**PROJECT MENTOR:** Chawannuch Chaikulngamdee

**TEAM MEMBERS:** Caitlin Amorin, Camila Beiner, James Crissman, Alanna Garcia, Karime Harfush, Haiting Hu, Mingkun Huang, and Remi Jiang

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**ABSTRACT:** Framing refers to the way an issue is defined, packaged, and presented in a message. This study examines the dominant frames that leading hospitals and news organizations have used to report hospital efforts in combating the coronavirus disease (COVID-19) in the United States. This study adds to the quantitative body of research about health communication and framing on social media by investigating: (1) how news media frame the U.S. leading hospitals' Covid-related efforts and (2) how hospitals frame their own Covid-related efforts on Twitter. These questions are highly relevant as the news media have been framing COVID-19 in different ways to shape public discourse about the pandemic, which has influenced societal behaviors and mitigated the number of deaths attributed to the virus. The study also examines the effectiveness of strategic frames that leading hospitals used to communicate pandemic information to the public, which can inform future health communication strategies of marketing teams. A quantitative content analysis of news articles and tweets was conducted. Comparing the use of frames in hospital tweets and news articles, the study reveals a significant difference with hospitals mainly utilizing the "call to action" and "hope" frames in their tweets, while news articles use "politicization" and "human interest" frames.

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**KEY WORDS:** media frames; strategic frames; Covid-19; health communication; content analysis; Twitter

**TEAM BIO:** Our team is comprised of eight master's students from the division of Emerging Media Studies at Boston University led by our Ph.D. mentor, Chawannuch Chaikulngamdee. We are very excited to have been able to work on a project that allows us to make useful contributions to the fields of medicine and journalism amidst the current pandemic through insights drawn from our research. Our team has come together from Thailand, Mexico, Puerto Rico, China, and the United States. We have combined our various interests in academic research, journalism, public relations, and marketing, as well as design to produce a project that displays the range of interests of students here at Emerging Media Studies.

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**CLIENT BIO:** In 1980, three of Harvard Medical School's teaching hospitals merged to form Brigham and Women's Hospital (BWH). An academic and teaching hospital, BWH is part of Brigham Health that includes 1,200 doctors working across 150 outpatient practices. It is also part of Mass General Brigham, an integrated health care system that encompasses a range of healthcare organizations, including academic medical centers, specialty and community hospitals, and a rehabilitation network. Known around the world for their work in complex medical cases, the hospital ranks 12th overall in the United States amongst other hospitals and has also consistently been rated one of the top 20 hospitals in the nation by U.S News and World. The media team at BWH is interested in how hospitals contribute information through social media during the pandemic and how they are covered by various national and local news outlets.

## » **PRESENTATION 7:**

**CLIENT:** Harvard Graduate School of Education

**PROJECT MENTOR:** Rebecca Auger

**TEAM MEMBERS:** Nikki Chang, Ke Jin, Miao Li, Amy Lin, Sharlene Minosa, Yusi Shi, Yanfei Wu, and Shuran Xiong

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**ABSTRACT:** This study aims at characterizing the spaces that educators have established for online discussions. Based on the theoretical frameworks of "affinity space" from education and "public sphere" from political communication, we propose that social media conversations on the topic of education have two dimensions: interest-based and political-driven. To quantitatively assess the extent of this integration, we used a combination of network analysis, content analysis, and machine learning to examine Twitter's hashtag communities for educators. Our results indicate that it is challenging to explicitly differentiate between Twitter discussions that focus on education and learning and those that focus on policy



debates, and therefore we suggest that the two spaces should be considered in tandem. We also found that while users identified as opinion leaders changed continuously, prominent users included both political actors and various educators and educational institutions. Findings of the study have important implications for educators and educational institutions who are interested in joining the conversation on Twitter.

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**KEY WORDS:** affinity space, public sphere, Twitter, education, content analysis, network analysis, topic modeling (machine learning)

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**TEAM BIO:** We are a team of eight MA students from Boston University's Emerging Media Studies program housed in the College of Communication. Our team is guided by our Ph.D. mentor Rebecca Auger. We came to the program with various experiences in public relations, media work, web development, and government research across the globe (Beijing, Hefei, Kaohsiung, Kunming, Los Angeles, Nanjing, and Taipei). When we are not writing about communication theories, researching the psychosocial effects of social media, or dealing with big data, we share hobbies and interests in food, travel, fitness, design, and music.

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**CLIENT BIO:** Our client is the Program Design and Development team for Professional Education within Harvard Graduate School of Education (HGSE). Since 1920, HGSE has provided innovative research and training to education around the world. Presently, Professional Education at HGSE serves more than 10,000 educators internationally by offering over 100 programs for early childhood, K-12, and higher education learning. Their mission and core values lie in providing the training for leaders in supporting and improving student opportunities and success. The COVID-19 pandemic has since impacted the education industry, moving class instruction and group programs to be held online. While already claiming a large social media following, HGSE aims to use our theory-based research strategy to better understand and increase their online target audience engagement on Twitter.



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