



#SCREENTIME |
2022
Tactical Visibility:
Uncovering
Experiences for
Actionable Insights

TUESDAY, JUNE 28
10:30 AM TO 3:30 PM

HILLEL HOUSE
213 BAY STATE RD
BOSTON UNIVERSITY



Boston University College of Communication
Division of Emerging Media Studies

ABOUT THE CONFERENCE

#SCREENTIME is an annual academic conference in June put on by the graduate students from Division of Emerging Media Studies at Boston University. The conference will provide a platform for students to showcase their research and to network with peers and professionals working in Emerging Media Studies.

All Emerging Media Studies students contribute to the annual #ScreentimeBU 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 from industry experts in a professional setting.

THIS YEAR'S TOPIC

One of our core goals as communication researchers is to record human experience. This year's theme, **Tactical Visibility: Uncovering Experiences for Actionable Insights**, is focused on observing and reporting experiences through diverse and integrative research methods to generate real change. This year our students have had the opportunity to collaborate with clients in a variety of industries, from video streaming platforms to healthcare. Inspired by our clients' research questions, it is our hope that our observations can aid their future strategic decision making.

10:00 AM

Coffee & Tea

10:30 AM

Introductory Comments

10:45 AM

Keynote Speaker

Deepthi Bathina, CEO & Founder of HealthTech Ventures,
Role of AI in Healthcare

11:00 AM

Session I

Insights from Social Media for Influence and Engagement

Presentation 1

Client: DAZN

PhD Lead: Benita Dederichs

Presentation 2

Client: Head Injury and Trauma Surveillance Study

PhD Lead: Ekaterina Novozhilova

Questions

12:00 PM

Lunch & Poster Presentations

1:00 PM

Session II

Insights from Emergent Technology for Attention and Adoption

Presentation 4

Client: Engineering Research Center in Cellular Metamaterials

PhD Lead: Benita Dederichs

Presentation 5

Client: TikTok

PhD Lead: Benita Dederichs

Questions

2:00 PM

Session III

Qualitative Insights for Work and Career

Presentation 6

Client: BU College of Communication

PhD Lead: Ekaterina Novozhilova

Presentation 7

Client: South Cove Manor

PhD Lead: Chawannuch (Friend) Chaikulngamdee

Questions

3:00 PM

Award Ceremony

3:15 PM

Closing Comments

AGENDA | JUNE 28

KEYNOTE SPEAKER

Deepthi Bathina

CEO & Founder of HealthTech Ventures

DEEPTHI BATHINA is a Senior Healthcare and Technology Executive with global health-tech expertise and in-depth experience driving P&Ls for growth driven businesses ranging from start-ups to Fortune 50 companies. Deepthi is currently the CEO and Founder of HealthTech Ventures where she advises executives, board of directors and investors in the health technology space. Deepthi is the former Chief Product Officer at Humana for Healthcare Solutions, where she led the strategy and execution of all clinical and pharmacy product portfolios including Behavioral Health, Omni Care, Chronic Care Management & Delivery, Pharmacy and Provider Solutions.

Deepthi also led the Customer Success organizations for the Medicare, Medicaid and Commercial segments. Humana is a Fortune 50 market leader in integrated healthcare. Deepthi Bathina joined Humana after serving as General Manager of Operations for the Healthcare Division at Nuance Communications, which provides conversational and cognitive artificial intelligence solutions to more than 10,000 healthcare organizations. Prior to her time at Nuance, Deepthi was Chief Operating Officer of the Wolters Kluwer Health Technology division, UpToDate, which served over 1.1 million clinician users in 170 countries globally.

Earlier in her career, Deepthi also worked at Jack Welch LLC where she served as a strategy consultant for the business initiatives of former CEO of GE, Jack Welch. Deepthi Bathina is a graduate of Worcester Polytechnic Institute, where she earned a M.S. in Computer Science and of the Babson College Graduate School of Business, where she earned her M.B.A.



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#SCREENTIME PRESENTATIONS

PRESENTATION 1

An Analysis of Media Frames in Sports Communication and Audience Motivations of Sports Consumption

ABSTRACT

Recently, there has been a growing audience's interest and demand for women's sports. And the media has significantly increased its coverage of female athletes. However, gender disparities in sports remain, as increased coverage does not mean equal coverage for athletes. Media attention and coverage of men's sports have significantly outpaced that of women's sports. Guided by agenda-setting and framing theories, which assert that the media shape public opinion about which issues are most important and how to think about those issues, this study explored social media coverage of athletes. Research has shown that, in addition to amount of coverage, male and female athletes are framed differently in the media. This study extends that research to explore 1) whether and to what extent these disparities exist on social media and 2) which frames are most prevalent for female athletes. Furthermore, our team studied which motivations affected audiences' intention to consume women's sports on online streaming platforms. To study the media's coverage of female athletes, a content analysis was conducted on Twitter posts (N = 2000) from the top ten sports accounts based on random sampling criteria. All posts were collected from a one-year time range in March 2022, and analyzed to determine whether there were significant differences between coverage of male and female athletes' framing, and to describe overall how

CLIENT

DAZN

PHD LEAD

Benita Dederichs

TEAM MEMBERS

Yitao Sun, Jingyao Lu, Siyuan Chen, Yidi Wang, Qi Xia, Penghui He, Siyi Yang

ABOUT THE TEAM

Our team consists of seven strategic and creative-minded MA students from the Emerging Media Studies program at Boston University: Yitao Sun, Jingyao Lu, Siyuan Chen, Yidi Wang, Qi Xia, Penghui He, and Siyi Yang. We also want to express our gratitude to our PhD student mentor Benita Dederichs. Group members all come with backgrounds of communication, data analysis, cognitive science research, social media strategy, advertising and public relations; and we share the expectation of seeking opportunities in marketing research in the communication field in our future career. We hope to utilize our skills and knowledge to assist our client DAZN to improve its communication efforts in promoting women sports in this project.

female athletes are framed on Twitter. To study audiences' attitudes towards female athletes and sports consumption behavior, a survey was conducted through an online questionnaire created on Qualtrics. Findings showed that on social

ABOUT THE CLIENT

Launched in 2016, DAZN, a leading live sports streaming service with 700+ live sports rights, provides audiences a valuable and accessible platform to watch sports across more than 200 countries and territories worldwide. In 2021, DAZN provided more than 956 million hours of streaming sport services, covering more than 27,000 live sports events. From popular sports events to niche ones, DAZN is committed to meet the needs of as wide-range of fans as possible. In 2021, DAZN became the global broadcaster for UEFA Women's Champions League. With DAZN's increasing investment in women's sports, DAZN hopes to understand how can DAZN best focus communication efforts around generating awareness of women's sports athletes and narrowing the viewership gap between women's sports and men's sports.

media, females are more likely than male athletes to be shown in strength sports, outside the field of play, in passive poses, and competing in an individual sport. Additionally, educational achievement and other reference frames were most prominent among female athletes. Survey results showed that an achievement motivation for watching sports has a positive impact on women's sports consumption and willingness to pay for streaming sports services. The Discussion considers whether the gender differences found on social media's coverage of athletes is driven by audience demands or by bias in the media. Moreover, the findings about audience motivations for consuming sports via streaming platforms provide valuable client insights for satisfying customers' needs and growing within the industry.

PRESENTATION 2

HITSS Social Media Marketing Strategy and Performance: An Elaboration Likelihood Model Perspective

CLIENT

Head Injury and Trauma
Surveillance Study

PHD LEAD

Ekaterina Novozhilova

TEAM MEMBERS

Levi Bevis, Shuxin Deng,
Zhiqing Fu, Ye He,
Fanpu Liu, Garrett
Pascoe, Anqi Shi

ABOUT THE TEAM

There are seven team members working on the research and supporting the Head Injury and Trauma Surveillance Study. Our group is made up of a diverse group of talented individuals with professional experiences in a variety of academic fields, including data analysis, social media marketing, graphic designing, and video editing. Beyond that, we have incredible skills regarding effective communication, social media operation, team working, software, problem-solving, and creativity. These experiences and skills assured us to work as a team and figure out the best strategy for collaborating with Head Injury and Trauma Surveillance Study. With regards to career goals, we have a future lawyer, an entrepreneur, a NBA star, a TV show director, a movie producer, a game producer, and a UI designer. experiences and skills assured us to work as a team and figure out the best strategy for collaborating with Head Injury and Trauma Surveillance Study.

ABSTRACT

The impact of athletics on long term brain health has become an important field of research. The Head Injury and Trauma Surveillance Study (HITSS) seeks to research these long-term effects and have enlisted our assistance in determining which methods and digital outreach strategies are most effective in contacting and engaging potential study participants. Previous research evaluates the persuasiveness of messaging based on factors in multiple dimensions. The theoretical framework has been established by other researchers but there is little empirical research exploring implication of the framework in medical-related topics. Our study examines HITSS social media posts through the Elaboration Likelihood Model. We conducted a quantitative analysis of HITSS's posts on four mainstream social media platforms over a one-month period. Data was collected through Sprout Social and statistically analyzed to evaluate the multiple layers of content curation and optimal engagement of the HITSS demographic. Our preliminary data indicates that Twitter receives the most engagement. Early trends suggest that video content receives more engagement than non-video content. Posts with celebrity endorsements tend to show higher engagement than other posts. The time of day at which HITSS's posts receive the most engagement is morning and late afternoon. These findings are based on a small sample of data and need further exploration to produce significant conclusions.

PRESENTATION 3

Learning through Gaming: Understanding the Effects of *EEK!* Video Game on Learning Outcomes

ABSTRACT

In recent years, the educational potential of video games have been increasingly explored by media scholars to understand the skills and competencies imparted to students through gaming. Previous research has shown that the use of games in educational environments can increase student engagement with topics related to science and technology. The present study explores whether students will acquire knowledge, have increased curiosity about engineering and gain a greater appreciation of teamwork after playing *EEK!*, a video game designed by BU Engineering Center in

ABOUT THE CLIENT

The Head Injury and Trauma Surveillance Study is a research collaboration between Boston University and the University of California, San Francisco Brain Health Registry. The completely virtual study is designed to examine the role of repetitive, non-concussive head injuries on long-term brain health. A primary goal is to recruit thousands of online participants who are ages 40+ and who previously participated in soccer or tackle football at any organizational level. The Head Impact and Trauma Surveillance Study utilizes multiple methods to gather data, such as questions about sports participation and repetitive head impact exposure, computerized brain games, and behavior and mood questionnaires.

CLIENT

Engineering Research Center in Cellular Metamaterials

PHD LEAD

Chawannuch Chaikulngamdee

TEAM MEMBERS

Zige Chen, Cathleen Cusachs, Yangyang Duan, Yanbo Li, Danilo Martinez, Janaki Riji Nair, Xuanqi Ye, Yanling Zhao

Cellular Metamaterials. Students and working professionals from non-science fields took part in a four condition between-subjects experiment. Presentation order of materials that provided participants with the real-world context of the gaming activities varied by condition. Participants were exposed to the context either at the beginning, middle, or end of the gaming experience, or they weren't exposed to the context at all. Self-report measures, including perceived collaboration of players, level of game engagement and enjoyment from the game were measured to consider the impact of this manipulation. Anticipated results will add to the extant literature about media's effects on learning.

ABOUT THE TEAM

Our team is made up of eight Emerging Media Studies graduate students from Boston University. We bring in past degrees and work experience in industries like technology, psychology, journalism, marketing, and communication. Our skills and specialties connect well together, with each team member providing a unique perspective. For future pursuits, our team members are interested in a range of topics including video games, UI/UX, social media, digital marketing, mis/disinformation, and the intersection of media and race. Not all of us identify as gamers, but those that do love to play *League of Legends*, *Super Smash Bros.*, *Animal Crossing*, *Pokemon*, *Overwatch*, and more.

ABOUT THE CLIENT

Engineering Research Center in Cellular Metamaterials (CELL-MET) is a National Science Foundation-funded engineering lab at Boston University. Their mission is to develop tissue-engineering principles to create scalable, low-cost technologies for growing clinically significant cardiac tissues from cell-level building blocks. CELL-MET has designed the *Engineering Engagement Kit (EEK!)*, a video game that seeks to evoke excitement for engineering among students regardless of their skill set and experience levels. The *EEK!* game was created through the National Outreach Initiatives of Boston University's College of Engineering to diversify the path to engineering careers and encourage a wider group of people to study in the field.

PRESENTATION 4

TikTok: Analysis of Social Media Food Delivery Service

ABSTRACT

TikTok is a short video social media platform launched in 2017 and owned by ByteDance Ltd. ByteDance, a multinational Internet technology company based in Beijing, China, founded in March 2012, is one of the first technology companies in China to apply artificial intelligence to the mobile Internet scene. TikTok, known in Chinese as Douyin, have almost the same user interface but no access to each other's

CLIENT

TikTok

PHD LEAD

Benita Dederichs

TEAM MEMBERS

Yifeng Peng, Yijin Li, Emma Xiner Zhang, Yi Jiang, Feiyun Deng, Yunan Liao, Hanjie Yao, Yahan Dai

content. Their servers are each based in the market where the respective app is available. In addition, TikTok has become the second most downloaded app in the world and has a powerful algorithm and human content recommendation mechanism. TikTok also has a large user base, with a total of 1 billion annual users in 2021, according to the 2022 TikTok App Report. This research investigates the feature of

social media, food delivery services, and people's willingness to use new technology (a social media food delivery service). Guided by the Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Uses and Gratification theory (U&G theory), and Diffusion of Innovations, we evaluated the barriers and possibilities to adopting new technology for food delivery along three dimensions: individual traits, technology traits, and decision making in food delivery services. Because this is an exploratory study of a new technology that has yet to be developed, we employed a mixed methods approach. Interviews (N = 20) were conducted from April 4 – 9, 2022 to better understand people's 1) behavior on social media platforms, 2) food delivery preferences, and 3) attitudes toward social media food delivery. Following the interviews, a survey was conducted in order to quantitatively evaluate the factors that may influence people's willingness to order food through a social media platform. An online questionnaire was administered via Qualtrics that measured participants' individual traits and intention to use a social media food delivery app. Additionally, a quasi-experiment was employed within the questionnaire to test whether a video's length (short vs. long) and content type (informational vs. hedonic) affected participants' intention to use a social media food deliver app. Preliminary findings showed a good deal of skepticism about using social media for food delivery but also suggested a potential opportunity for using coupons and deals to induce people initially to try out such a service.

ABOUT THE TEAM

Our team is made up of eight MA students from the SUPER outstanding Emerging Media Studies program at Boston University. The group members are: Yifeng Peng, Yijin Li, Xiner Zhang, Yi Jiang, Feiyun Deng, Yunan Liao, Hanjie Yao, and Yahan Dai. Each of us has different academic backgrounds and strengths such as TV and Broadcasting, Public Relations, Telecommunication, Coding, and News. We are honored to have Dr. Kate Mays as our instructor and PhD student Benita Dederichs as our mentor. Our diverse characteristics make us a dynamic media research team, which is united in its priorities of efficiency and quality.

ABOUT THE CLIENT

TikTok is a short video social media platform launched in 2017 and owned by ByteDance Ltd. Its revenue in 2022 is expected to exceed 11 billion USD. The app hosts various genres of short videos from pranks, stunts, tricks, jokes to dance. Recently, TikTok has explored partnerships in other industries to leverage its large user base. One such probe is in the food delivery space. The client's present goal is to develop a brand-new Online Food Delivery business with TikTok's current active users, estimated at one billion per month. At present, this initiative is in an early, exploratory stage.

PRESENTATION 5

Alumni Insight Study: Focus Group Approach for Understanding Curriculum Incentives

CLIENT

BU College of Communication

PHD LEAD

Ekaterina Novozhilova

TEAM MEMBERS

Carlos de León, Xiaoyan Guan, April Ma, Yuxuan Peng, Kaiwen Qian, Yihan Wu, Nicole Yang, Vera Zhou

ABSTRACT

As technology evolves, companies need to adapt. The world is becoming digital, and Covid helped to accelerate this process. Universities constantly have to think ahead about the key skills and factors that their students will need to succeed in order to advance their curriculums to better serve this changing landscape. The modern communication industry is a prime example because it is rapidly shifting away from traditional media and practices, and is integrating information and communication technology (often referred to as ICT). This trend comes from businesses and companies looking to hire people with a specific set of skills, rather than broad

ABOUT THE TEAM

We are a group of eight master students from the COM Emerging Media Studies program led by a PhD student. Our aim is to collect feedback from COM alumni on current undergraduate COM curriculum by conducting focus groups. Our specialties include communication marketing, data analysis, graphic design, and conducting academic research. These skills combine in order to help us understand our target audience, and ultimately achieve our goal. On a personal note, we all love dogs (go Terriers)!

knowledge of a field. The College of Communication at Boston University wants to ensure that they are providing students with the fundamental knowledge necessary to have a successful career in the field. To conduct this study we have held various focus groups with College of Communication alumni from 2016 – 2019. These alumni offer insight as to what the modern job market is demanding of new graduates, including modern technical skills such as coding and website design.

ABOUT THE CLIENT

The College of Communication (COM) prepares the next generation of leaders in fields such as mass communication, film and television, and journalism. COM provides students with practical, real-world, hands-on experience that is essential for career success. The College of Communication is committed to providing undergraduate students with a cutting-edge academic environment. The field of communication is constantly evolving, and COM wants to determine how to continue setting up their students for success. The best way to do this is by communicating directly with recent COM alumni to find out what skills are needed in today's professional world.

PRESENTATION 6

Challenges of Nursing Shortages: Which Factors Lead to Job Retention and Satisfaction

ABSTRACT

During the COVID-19 pandemic, the virus exposed both the enduring strength and the vulnerabilities of the US healthcare system. Nurses at medical institutions, especially in nursing homes, worked long

CLIENT

South Cove Manor

PHD LEAD

Chawannuch (Friend)
Chaikulngamdee

TEAM MEMBERS

Elizabeth (Anne) Artley, Winnie Huang,
Yiting Lin, Aiting Ma, Yurou Cai, Wei Zhang,
Corey Evans

hours through unimaginable tragedy. At the same time, medical institutions around the country are facing a worker shortage. South Cove Manor, a nursing home and rehabilitation center located in Quincy,

Massachusetts, is facing difficulties filling nursing shifts and recruitment challenges. This study aimed to shed light on the potential causes of increasing resignations among health care workers around the country, and ultimately provide South Cove Manor with actionable strategies to increase their nursing personnel. With such an important job among a vulnerable population, South Cove Manor can use the findings to reduce resignations and increase applications. Based on Need Fulfillment Theory and Job Satisfaction Theory, we designed a mixed-methods study (interviews and survey) to find out what qualities in a workplace attract and retain nurses. We used a purposive, convenience sample to recruit participants with nursing experience. Recruitment was not restricted to any specific nursing specialty and aimed to include students as well. Semi-structured interviews were conducted from April – June 2022 via Zoom and aimed to provide more detailed insight into nurses' lives on the job, including work/life stressors and career considerations. The survey was conducted through an online questionnaire administered by Qualtrics and explored the extent to which job characteristics and benefits influenced job satisfaction and burnout. Survey data was analyzed using SPSS. Preliminary findings showed that workplace benefits that may mitigate the incidence of burnout include manageable nurse-to-patient ratios, robust vacation/sick leave, and help with childcare. Other benefits related to job satisfaction are workload, vacation, tuition reimbursement, and commuter benefits. The findings draw our attention to the importance of improving the working environment and benefits among health care workers in the U.S. The results may help in improving health care workers' well-being and job satisfaction level in South Cove Manor. The recommendations for SCM include strategies to reduce nursing burnout and attract more nursing job applications.

ABOUT THE TEAM

We are a research group of graduate students in the Boston University Emerging Media Studies Master's Degree program. Fortunately, we have eight group members Elizabeth (Anne) Artley, Wei Huang, Yiting Lin, Aiting Ma, Yurou Cai, Wei Zhang, and Corey Evans, as well as our friend Friend Chaikulngamdee as our Ph.D. mentor for this research. This group contains diverse cultural, education, and social backgrounds, which promote our discussions to include as many perspectives as possible and provide appropriate suggestions. We are conducting a study for nursing home South Cove Manor and reaching out to the nurses and nursing students to seek insight into their experience.

ABOUT THE CLIENT

South Cove Manor (SCM) is a highly rated nursing center located in Quincy, Massachusetts. SCM aims to provide quality long-term care and short-term rehabilitation services to an Asian elderly population who might face language and cultural barriers. Founded in 1985, SCM moved to Quincy in 2014 to rebrand its short-term nursing services. SCM's unique geographic location and services allow it to receive more applications from patients. But SCM is facing challenges and opportunities simultaneously. Some of the challenges include shortages of nursing staff, low job satisfaction, and retention issues. Currently, SCM relies heavily on word of mouth to encourage nursing staff applications. The organization is seeking help to understand and address nursing shortage issues in its facility, which is increasingly important to research during the worldwide COVID-19 pandemic.



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