



#SCREENTIME

2023

**Digital Citizenship: |
Empowering Community
Engagement through
Innovation and Creativity**

**TUESDAY, JUNE 27
10 A.M. TO 3 P.M.**

**HILLEL HOUSE
213 BAY STATE RD
BOSTON UNIVERSITY**

*Illustration generated by Midjourney
Title and theme created with assistance from ChatGPT*

**BOSTON
UNIVERSITY**

Boston University College of Communication

ABOUT THE CONFERENCE

#SCREENTIMEBU 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

DIGITAL CITIZENSHIP* encourages us to think about how our decisions impact the communities serving as stakeholders of our companies. We've seen how digital platforms can unlock job opportunities, disperse important information, and encourage users to help shape the communities they want to be a part of. Our keynote speaker, Dr. Stephanie Orme, specializes in how gaming communities can help foster involvement and inclusivity.

* The title of this year's theme was suggested by ChatGPT after providing it with short descriptions of each project.

#SCREENTIME2023 AGENDA JUNE 27

- 10:00 a.m. Refreshments**
- 10:15 a.m. Opening Remarks**
Kelsey Prena, PhD
Assistant Professor, Emerging Media Studies
- 10:20 a.m. Address**
Tammy Vigil, PhD
Senior Associate Dean; Associate Professor, Media Science
- 10:30 a.m. Keynote Speaker**
Stephanie Orme, PhD
UX Researcher, Key Lime Interactive
Co-chair, Games and Gaming mini-track, Hawaii International Conference on System Sciences
- 11:00 a.m. Session I: Global Activities**
- Presentation 1**
Client Home Box Office
- Presentation 2**
Client Muslim Association of Puget Sound –
American Muslim Empowerment Network
- Presentation 3**
Client Omena
- 12:30 p.m. Lunch & Poster Presentations**
- 1:45 p.m. Session II: Local Engagement**
- Presentation 4**
Client Boston University College of Communication
- Presentation 5**
Client Brookline Interactive Group
- 2:45 p.m. Closing Remarks**

KEYNOTE

SPEAKER

DR. STEPHANIE ORME is a User Experience Researcher at Key Lime Interactive, a UX/CX consulting agency based in Miami. Working from Boston, she conducts user-focused studies to gain insights to help inform the design and development process of products and services to improve users' overall experience. She advises clients from Fortune 500 companies, spanning over two dozen industries, including technology, healthcare, media and entertainment, and retail.



Prior to working in UX, Stephanie was a college professor, teaching courses on the media and entertainment industries at several Boston institutions. She is globally recognized for her work on diversity and inclusivity in the video game industry and gaming culture, which has appeared in academic journals such as *New Media & Society*, *Computers in Human Behavior*, and *The Journal of Gaming and Virtual Worlds*. She is a former Chair of the Game Studies Division of the National Communication Association and former board member representing North America for the Esports Research Network. Stephanie currently serves as a co-chair for the Games and Gaming mini-track for the Hawaii International Conference on System Sciences and is on the editorial board for *The Journal of Electronic Gaming and Esports*. She is a frequent panelist and speaker at events such as PAXEast, the Collegiate Gaming Expo, and BostonFIG. Presently, she teaches a course on DEI in esports leadership as part of the MS in Esports Business program at the University of New Haven. Stephanie holds a Ph.D. in Mass Communications from Penn State, a M.S. in Communication from Suffolk University, and a B.S. in Communication from Illinois State University.

SESSION I

GLOBAL ACTIVITIES

PRESENTATION 1

CLIENT

Home Box Office

ABOUT THE CLIENT

Our client is the Production Planning and Incentives Department at Home Box Office (HBO). As the oldest continuously operating television service in the United States, HBO has an extensive history of delivering quality content to its viewers. The Production Planning and Incentives Department focuses on developing a deep understanding of worldwide production incentives, providing HBO and HBO MAX's production units with helpful information on gaining access to opportunities for government-supported film and television incentives. With this goal in mind, our team has meticulously gathered and analyzed data on the current global production incentive landscape. We have worked in close collaboration with HBO's Senior Vice President, Jay Roewe, to ensure that our work aligns precisely with their requirements and strategic goals.

ABSTRACT

In the digital citizenship era, open and transparent film incentive data allow individuals to explore film incentives in a more holistic and quantitative way leveraging the power of online platforms. Film incentives, a financial or tax incentive provided by governments or organizations to promote the production of films in a particular region, can be traced back to 1992 and are now applied globally to promote the development of local film industries. While most previous studies focus on region-specific film incentives, few studies have examined film incentives as a whole to test the significance and superiority of film incentives as a new innovation. In this study, we applied the diffusion of innovation theory to consider which factors influence adoption and implementation performance of film incentives. We collected all existent film incentive policies based on Olsberg SPI film incentive report and referenced various official websites to transform performance into data. Compatibility, the level of existing idea and object that match the expectation of users, is positively correlated with the adoption of film incentive. Other variables identified by the theory, such as trialability, observability, relative advantage and complexity did not have a significant relationship with the adoption of film incentives. This sheds light on the connection between the diffusion of innovation theory and the realm of film incentive policy adoption. The study also provides practical implications for



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PRESENTATION 1

governments and companies to leverage the incentive policy more strategically when investing in film production.

PHD LEAD

Dongpeng Huang

TEAM MEMBERS

Michelle Le, Nichole Huang,
Kat Liang, Jane Cheng, Jake Wan

ABOUT US

Our group is composed of five graduate students in the Emerging Media Studies program at Boston University who all come from the southern parts of China. The background we share helps us collaborate more closely and effectively. Although we each have our own research and career interests—UX design, UX research, data analytics, and marketing, to name a few—we share a similar interest in exploring the way media shapes the world. We appreciate and would like to thank our mentor and PhD lead, Dongpeng Huang, for extensively assisting us throughout this project.

PRESENTATION 2

CLIENT

Muslim Association of Puget Sound – American Muslim Empowerment Network

ABOUT THE CLIENT

The Muslim Association of Puget Sound American Muslim Empowerment Network (MAPS-AMEN) is a nonprofit organization dedicated to advocacy and outreach for Muslim Americans and Afghan refugees in the State of Washington. Founded in 2016, MAPS-AMEN welcomes and resettles Afghan refugees, provides community education, advocates for the accurate representation of Muslim Americans in media, and works to address Islamophobia through community empowerment and engagement. Serving as a frontline organization for Muslims in Washington state, MAPS-AMEN has been in the development process of an online information resource portal to better meet the needs of the Afghan refugee community. MAPS-AMEN reached out to our research team at Boston University's College of Communication in the spring of 2023 to provide insight as to the website's usefulness and usability.

ABSTRACT

Faced with a worsening global refugee crisis, many communities have turned to communication technology to address the information needs of resettled refugees. The uses and gratifications theory and the technology acceptance model suggest that refugees' successful adoption and use of such technology depend on whether or not it is designed to help overcome barriers to meeting their needs in the resettlement process. Guided by these theories, we conducted a series of open-ended interviews with Afghan refugee service providers in

the Puget Sound region of Washington State to explore refugees' needs, barriers, advantages, and challenges in utilizing communication technology. We analyzed transcripts through emergent coding and discussed and agreed upon the codes. Our findings indicate there are barriers between refugees' needs and existing service provisions (e.g., language, cultural differences, low digital literacy, lack of legal awareness, and bureaucracy) that could be addressed by modern communication technology, specifically the Washington Afghan Resource Center's online information resource portal. Further evaluation involves distributing a usability survey to refugee service providers and refugees to assess their intentions to use the portal and their perceived usefulness and perceived ease of using the portal. Collectively, this study could inform the design, evaluation, and promotion of communication technology to effectively reach refugees and address barriers to meeting their needs.

PHD LEAD

Nicole Hash

TEAM MEMBERS

Alyssa Hance, Christina Colón, Yilan Guo,
Yunhao Yang, Nidhi Shetty, Xuan Jiang,
Yuanjie Li

ABOUT US

Our team is composed of graduate students with expertise and interest in a variety of disciplines, including journalism, corporate communication, and technology. While our individual career aspirations range widely—from becoming emerging thought leaders to making ground-breaking contributions to our respective fields—our shared commitment to using communication technology to better the world unites us in our research efforts. Our team consists of seven Master of Arts students from the Emerging Media Studies department at Boston University College of Communication. We are fortunate to be guided by our PhD Lead, Nicole Hash. Together, we strive to make a tangible positive impact on the world through innovative thought and community care.

PRESENTATION 3

CLIENT

Omena

ABOUT THE CLIENT

Omena is a youth-led non-profit organization founded by Brown University graduate Francesca Raelison in Madagascar in 2019. The aim of the Omena is to raise awareness for emotional abuse for younger generations, as well as foster healthy relationships and prevent abuse and violence in Madagascar. Throughout the years, Omena educators have hosted training sessions in high school and college campuses in Madagascar reaching more than 1,000 at-risk students. They have also sent out over 200 promising young ambassadors across 13 different countries to raise awareness and create a global community dedicated to mental health for youth.

PRESENTATION 3

ABSTRACT

Emotional abuse, a form of violence, is a critical social issue in Madagascar. Few laws exist to address this issue, and nongovernmental organizations (NGOs) such as Omena provide tools to help people understand and engage with emotional abuse issues. In addressing how to support such NGOs' interventional efforts, previous research suggested the utility of self-disclosure in optimizing both teaching and social media performance. We examined whether and how the presence of self-disclosure influences people's engagement with emotional abuse issues in the contexts of social media-audience and teacher-student relationships. We conducted content analysis on 50 YouTube videos on emotional abuse issues (25 videos with self-disclosure and 25 videos without self-disclosure) to assess if the levels of audience engagement (i.e., views, likes, and comments) vary depending on the presence of self-disclosure. We conducted a sentiment analysis using these videos to identify the sentiments and themes expressed in the comments sections. Additionally, we conducted interviews with 3 teachers and a survey of 45 educators to identify educators' teaching methods and their impact on participants' in-class and after-class engagement. Results suggest that videos containing self-disclosure can be an effective strategy for promoting audience sympathy and engagement with emotional abuse issues. Significant positive relationships were found between self-disclosure and participants' in-class engagement, and between theoretical explanations and participants' after-class engagement. This study offers suggestions and future directions for NGOs to advance—whether in terms of teaching and social media performance—in addressing emotional abuse issues.

PHD LEAD

Danny Yihan Jia

TEAM MEMBERS

Mingyue Chen, Tzuwei Chuang, Mingxuan Lyu, Jay Li, Ken Miao, Zixuan Wang, Xiayi Lin, Yuting Huang

ABOUT US

Our team is comprised of eight MA students from the Emerging Media Studies program at Boston University, including Mingyue Chen, Tzuwei Chuang, Yuting Huang, Jay Li, Xiayi Lin, Mingxuan Lyu, Ken Miao, and Zixuan Wang. We are grateful for the guidance and help offered by our Ph.D. leader Danny Yihan Jia throughout this project. Our team members come from different backgrounds with an expansive span of research fields and professional pursuits including UX/UI research and design, product research, communication marketing research, data analysis, journalism, and management consulting. As a team, we share a common enthusiasm for discovering the potential social impact of the latest media technologies and keeping up with the ever-changing world.

SESSION II

LOCAL ENGAGEMENT

PRESENTATION 4

CLIENT

Boston University College of Communication

ABOUT THE CLIENT

The Boston University College of Communication (also known as BUCOM or COM) is one of the oldest communication schools in the US, which was established in 1947. COM offers six fields of study, which are Advertising, Emerging Media, Film & Television, Journalism, Media Science, and Public Relations. As a top communication school in the U.S., COM is ranked 15th among the best colleges for communication in America (Niche, 2023), and its film department is ranked 17th among The Hollywood Reporter's "Top 25 American Film Schools" for 2022. Today, COM contributes to not only preparing students for the current job market but also providing them with enough skills to transition into communication roles that do not exist yet easily. The goal of our client is to keep updated with the changing industry and train students to be more competitive in the industry.

ABSTRACT

As the industry rapidly changes, communication workers are expected to take on multiple roles. To keep up with the increasing demands for multimodal communication professionals, schools are revising and updating curriculum. Guided by the diffusion of innovation theory, we propose the following industry trends and assess their acceptability as new courses, namely social media, AI, AR/VR, data science, video games, and DEI (Diversity, Equity, and Inclusion). This study features survey data from 569 alumni from the Boston University College of Communication. The survey questionnaire was utilized to examine the alumni's perceived relative advantage, compatibility, and intentions to take the proposed courses. Results indicated the acceptability of the proposed courses. The alumni expressed a strong desire to include more data science and analytics-focused courses in a future curriculum. Perceived relative advantage and compatibility were significantly and positively related to intentions to take the proposed courses. The findings from this study could provide valuable

PRESENTATION 4

insight for restructuring curriculum, as well as other communication schools that intend to improve their educational offering to better serve market demands.

PHD LEAD

Danny Yihan Jia

TEAM MEMBERS

Tracy Wu, Shirley Wong, Isabella Wang, Alissa Wang, Anliqie Zheng, Yusie Li, Benjamin Asamoah, Gabriela Vargas Horle

ABOUT US

Our group is made up of eight passionate graduate students from the BU COM's Emerging Media Studies program. Our sincere appreciation is given to Danny Yihan Jia, the PhD student who always supports us with patience. In this project, we aim to identify current trends in the media industry, adopt trends to the COM curriculum, and in turn prepare COM students to be competitive in the job market after graduation. Various cultural backgrounds of our group members contribute to the diverse visions of our project. All in all, group members share the same love toward COM to better achieve our client's goal.

PRESENTATION 5

CLIENT

Brookline Interactive Group

ABOUT THE CLIENT

Brookline Interactive Group (BIG), a non-profit organization in Brookline, Massachusetts, was founded in 2008 to democratize access to digital media technology. It is a community media hub and technology education center that aims to make local democracy transparent and empower Brookline residents with tools and training to create and distribute content. BIG crafts its original content such as public access TV shows, podcasts, and web series. With the emergence and widespread of social media platforms, BIG attends to take advantage. To achieve this, they sought to understand how to best increase online civic engagement on TikTok and develop a strategy for attracting more younger people to civic issues.

ABSTRACT

In this age of social media and widespread news skepticism, it is increasingly difficult to engage people online. In response, it is important for non-profit media to understand the nature of public participation, especially in a time of multiple media mistrust. TikTok has rapidly become one of the most popular social media platforms. Many non-profit media organizations are using TikTok to promote civic affairs and behaviors to the public, including popular non-profits National Public Radio and Public Broadcasting Service (more popularly known as NPR and PBS, respectively). Guided by the social capital theory, this manuscript explores relationships between interaction, trust, instrumental knowledge, and online civic engagement on TikTok. We employed a content analysis to analyze a sample of 400 TikTok videos randomly selected from content posted by nine prominent U.S.-based non-profit media organizations on their respective TikTok accounts. Videos activating audience trust, connections, and instrumental knowledge related positively to online civic engagement. When authorship was featured in videos, it had a positive impact on the total number of likes, shares, and comments. Topics related to political events, education, finance, and life discouraged online civic engagement. By utilizing a narrative method related to facts and concepts, a negative correlation was established between these elements and video likes, shares, and comments. This study provides insight into the strategy of using elements related to trust, connections, and instrumental knowledge in TikTok videos, thus improving non-profit media organizations' civic engagement among their audiences.

PHD LEAD

Dongpeng Huang

TEAM MEMBERS

Jade Chen, Ellen Wang, Sally Sun, Terence Jiang, Augus Chen, Linda Lin

ABOUT US

Our team includes six graduate students from the Emerging Media Studies program at Boston University, mentored by Dr. Prena and Dr. Park. We are appreciative to have our PhD Lead, Dongpeng Huang. We also want to thank Starbucks coffee and Basho's delicious poke bowl which supports us before and after meetings. Despite the diversity in coaching and food support, our group members have various backgrounds, including communication, film production, mathematics, advertising, and English, which bring wider perspectives contributing to the entire group.



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