



# #SCREENTIME

# 2024

## Interconnected Society: Bridging Generations and Communities through Media Strategies

**TUESDAY, JUNE 25**  
10 a.m. to 3 p.m.

**101 RAJEN KILACHAND CENTER  
FOR INTEGRATED LIFE SCIENCES  
AND ENGINEERING**

610 Comm Ave  
Boston, MA 02215

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**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

**INTERCONNECTED SOCIETY** illuminates a blueprint for us to empower diverse media users and make our society more cohesive. Through collaboration with clients from educational institutions, non-profit organizations, and the media industry, our students have gained insights into barriers and facilitators in meeting the needs of media users across generations and communities. Their insights are translated into communication strategies that optimize media user experiences in achieving goals including but not limited to enhancing learning experiences, promoting civic engagement and well-being, connecting generations, and fostering a sense of community.

## AGENDA

10:00 a.m. **Refreshments**

10:45 a.m. **Opening Remarks**

Daniel Park, PhD

Visiting Assistant Professor  
Emerging Media Studies

10:50 a.m. **Address**

Mariette DiChristina

Professor of the Practice and Dean  
College of Communication

11:00 a.m. **Session I**

**Presentation 1**

Client: GBH Kids

**Presentation 2**

Client: Omena Movement

**Presentation 3**

Client: Organization for Social Media Safety

12:20 p.m. **Lunch & Poster Presentations**

1:20 p.m. **Session II**

**Presentation 4**

Client: Friends of Little Sài Gòn

**Presentation 5**

Client: Boston University Student Wellbeing

**Presentation 6**

Client: Minnesota Online High School

2:40 p.m. **Closing Remarks**

**JUNE 25, 2024**

# SESSION I

## PRESENTATION 1

### RETRO REWIND: NOSTALGIA IN SHARING CHILDREN'S MEDIA

#### CLIENT

GBH Kids

#### ABOUT THE CLIENT

GBH Kids is one of the top producers of public media that creates groundbreaking children's content that makes kids feel empowered and seen through diverse perspectives and iconic programs. They also work closely with PBS LearningMedia, providing digital curricula for more than 2 million teachers across all 50 states. One of the most successful shows of GBH Kids, *Arthur*, was television's longest-running children's animated series. GBH Kids seeks to identify the reasons behind the nostalgia-driven success of their show *Arthur* and how nostalgia motivates parents to share shows with their children.

#### ABSTRACT

With modern media technologies, it is easier for individuals to revisit the media content they watched in childhood and share it with others. There is a trend that many adults feel nostalgic when revisiting. It is important to know what attributes of the children's media content have triggered this nostalgic feeling and inspired the audience's intention to share the media content with others, especially their children. Using parasocial interaction theory to interpret this social phenomenon, this research helps the researchers and producers to understand how to use certain strategies to promote their media content by highlighting the special attributes of parasocial interactions to evoke the nostalgia of their audience by aligning content with the values, memories, and experiences of the target audience to boost content sharing and information dissemination. The preliminary data in this research shows all the attributes from parasocial interaction including physical attraction, task attraction, and attitudinal homophily play a significant role in sharing intentions; and physical attraction and task attraction lacked a direct effect on sharing intentions, whereas the affective response to nostalgia played as a moderator. These findings are based on a self-report questionnaire and relatively small data which need more to have representative observations.

#### PHD LEAD

Naa Korkoi Tackie

#### TEAM MEMBERS

Ying Chen, Karena Fang, Iris Li, Ivy Qu, Alex Ni, Skye Li, and Weiye Wang

#### ABOUT US

Our team is made up of seven master's students from the Emerging Media Studies program at Boston University College of Communication, including Ying Chen, Karena Fang, Iris Li, Ivy Qu, Alex Ni, Skye Li, and Weiye Wang. The team's PhD lead is Lilian Naa Korkoi Tackie, whose research interest centers on fact-checking misinformation on social media using AI technologies. Team members' research and career interests include marketing, product research, product management, content creation, social media, creative work, and UX/UI design. Our shared interests lie in the intersection of media technology and user interaction, which drives our collective pursuit of innovative solutions in the digital landscape. We also share some hobbies, such as photography, food, exploring new cultures, and travel.

## PRESENTATION 2

### EXPLORING DONOR INTENTIONS AND DIGITAL FUNDRAISING STRATEGIES FOR NGOS:

#### AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR AND ELABORATION LIKELIHOOD MODEL

#### CLIENT

Omena Movement

#### ABOUT THE CLIENT

Following its motto, "Give a hand to make a better world," the Omena Movement is a non-profit organization dedicated to preventing emotional abuse and fostering healthy relationships by providing social-emotional education and training to adults and children in Madagascar. The Omena Movement has partnered with over 25 schools and engaged with more than 1,500 individuals, creating therapeutic communities that offer safe spaces for sharing experiences. To further its mission and enhance collaboration with its supporters, the Omena Movement seeks to revise its fundraising strategies through e-newsletters and gather insights from current and potential donors.

#### ABSTRACT

As emotional abuse has become a global crisis, social-emotional learning

and mental health prevention training have gained more attention in recent years. Non-governmental organizations (NGOs) addressing these issues play a crucial role in helping individuals build healthy behaviors and relationships. To assist NGOs in accomplishing this mission through effective digital fundraising strategies, this research examines what would motivate people to make donations, guided by the theory of planned behavior and elaboration likelihood model. The survey gathered data from an NGO's e-newsletter subscribers and social media users. Throughout the survey, the participants reported their perceptions and emotions associated with emotional abuse and donation issues as well as e-newsletter messages. Preliminary data analyses revealed that positive attitudes toward donation, subjective norms, and perceived behavioral control significantly and positively influenced donation intentions. High-quality arguments and credible sources in NGO communications, along with donor type and personal relevance, were key factors in shaping donors' positive attitudes. Individuals with lower levels of cognitive dissonance were more influenced by source credibility in shaping positive attitudes, whereas those with higher levels of cognitive dissonance were less affected by it. The findings from this research could provide NGOs with insights to effectively communicate their messages of fundraising and enhance their relationship with donors.

**PHD LEAD**

Jessy Wang

**TEAM MEMBERS**

Maria Cordova, Yuhan Dou, Yuet Ming Fung, Yixin Jin, Jiangning Lian, Yaqi Mo, Yiyuan Sun, Chi Bich Vu, Yi Zhong

**ABOUT US**

Our team is made up of nine graduate students from the Emerging Media Studies program at Boston University's College of Communication: Maria Cordova, Yuhan Dou, Yuet Ming Fung, Yixin Jin, Jiangning Lian, Yaqi Mo, Yiyuan Sun, Chi Bich Vu, Yi Zhong, with Jessy Wang as our Ph.D. lead. As a team, we have gained expertise in media research, marketing strategy, user experience design and data analysis, preparing us for strategic innovation towards impactful advancements in communications. Collectively, we share a commitment to leverage communication technologies as a catalyst towards innovative change and positive outcomes for a better-connected world.

**PRESENTATION 3**

**SCREENED PERCEPTIONS:  
SOCIAL MEDIA, AM I NOT ENOUGH?**

**CLIENT**

Organization for Social Media Safety

**ABOUT THE CLIENT**

The Organization for Social Media Safety (OFSMS) is a pioneering non-profit organization dedicated to making social media safe for all users. As the first consumer protection organization exclusively focused on social media, OFSMS addresses critical issues such as cyberbullying, hate speech, sexual harassment, propaganda, and depression/suicide. The organization employs an innovative approach that includes education programs for students, parents, and educators, advocacy at all levels of government to enhance public policies, and the development of cutting-edge technology to provide real-time protection against social media dangers.

**ABSTRACT**

The widespread use of social media among adolescents has raised concerns about its impact on mental health and behavior. Reports have shown that spending significant time on social media can lead to negative effects such as exposure to harmful content, feelings of rejection, and pressure to get likes. This study used social learning theory and cultivation theory as the framework to explore how social media content affects adolescents' body image perceptions. By surveying first-year college students, this study aims to understand how social media content fosters negative body image perception. Findings will provide valuable insights into the complex role of social media in adolescent body image formation.

**PHD LEAD**

Naa Korkoi Tackie

**TEAM MEMBERS**

ChangWen Chen, ChiaHsuan Chu, Xiao Guo, Ruilin Liu, Haoyu Su, Dan Wang, Han Yan

**ABOUT US**

The Impact of Social Media on Adolescents' Body Image and Eating Behaviors Study is a collaboration between Boston University and the Organization for Social Media Safety (OFSMS). The study is guided by social learning and cultivation theories to explore how social media content affects adolescents' body image perception. The study aims to understand how social media content promotes harmful body image perception. Findings will provide valuable insights into the complex role of social media in adolescent development.

## SESSION II

### PRESENTATION 4

#### DETERMINANTS OF SENSE OF COMMUNITY BELONGING AMONG ASIAN-AMERICAN SOCIAL MEDIA USERS:

INFORMING THE DESIGN OF SOCIAL MEDIA STRATEGIES FOR NPOS' COMMUNITY OUTREACH AND ENGAGEMENT

##### CLIENT

Friends of Little Sài Gòn

##### ABOUT THE CLIENT

Friends of Little Sài Gòn (FLS) is a Seattle-based nonprofit organization established in 2011 to preserve and enhance the cultural, economic, and historic vitality of the Little Sài Gòn neighborhood. FLS advocates for the Vietnamese-American community in the Greater Seattle Area, promoting racial and social equity through cultural events, local business support, and strategic partnerships. By strengthening its digital strategies, FLS seeks to develop a tailored, integrated marketing approach to amplify the community's voice and promote cultural preservation, further strengthening FLS' impact in the neighborhood.

##### ABSTRACT

The rapidly growing social media landscape shows promise as a way to promote community outreach and engagement for non-profit organizations dedicated to preserving the cultural heritage of minority communities. To gain insight into the design of effective social media strategies, this study applies the uses and gratifications theory and social capital theory to understand why and how users actively select and engage with social media content as community members. Vietnamese Americans above the age of 18 in the Greater Seattle Area completed an online survey aimed to explore their experiences with social media usage for community-related reasons. Preliminary data analyses revealed that social identity needs were positively related to media contribution, and shared language and vision were positively related to both media consumption and media contribution. Media consumption and media contribution were, in turn, positively related to a sense of community belonging. Additional data analyses revealed that participant age was positively related to social identity needs, and the frequency of TikTok use was positively related to media consumption. The findings of this study could provide guidance to community-based NGOs who hope to better achieve user participation and foster a sense of community belonging on their social media channels.

##### PHD LEAD

James Crissman

##### TEAM MEMBERS

Ida Ayu Putri, Lixuan Xu, Zixin "Eleven" Huang, Yongwen "Krystal" Huang, Wyatt Wang, Yibo "Anthony" Wang, Yumei Yu, and Chia-Chen "Vivienne" Chiang

##### ABOUT US

The team working on Friends of Little Sài Gòn's project consists of eight graduate students in BU COM's Emerging Media Studies program: Ida Ayu Putri, Lixuan Xu, Zixin "Eleven" Huang, Yongwen "Krystal" Huang, Wyatt Wang, Yibo "Anthony" Wang, Yumei Yu, and Chia-Chen "Vivienne" Chiang. This project would not have been possible without the guidance of our PhD student lead, James Crissman, and our professor, Dr. Daniel Park. Our team comes from a highly diverse cultural and expertise background, ranging from social media management, UX research, psychological research, and data analytics. Driven by our curious nature, we collectively work to understand the role that social media plays within the Vietnamese-American population in the Greater Seattle Area in developing the feelings of social belongings within the community.

### PRESENTATION 5

#### CROSS-CULTURAL DIFFERENCES IN ON-CAMPUS WELLBEING SEEKING BEHAVIOR:

INTEGRATING THEORY OF PLANNED BEHAVIOR AND ANXIETY/UNCERTAINTY MANAGEMENT THEORY

##### CLIENT

Boston University Student Wellbeing

##### ABOUT THE CLIENT

The Boston University Student Wellbeing, launched in September 2022, is an organization dedicated to enhancing the wellbeing of BU students. Considering students' core needs, it incorporates seven dimensions of well-being resources and one service: physical, spiritual, intellectual, environmental, financial, social, and emotional well-being and food pantry services (Boston University, n.d.). It is a campus-wide initiative to support students' health and wellbeing during their time at BU. They believe that everyone deserves to feel good and that how students feel matters. Their collective goal — as administrators, faculty, and staff — is to inspire BU students to feel fulfilled each day, despite the ups and downs of life on campus.

##### ABSTRACT

This study examines the factors influencing students' behavioral intentions to use on-campus wellbeing resources. It investigates what motivates students to engage with these resources through the Theory of Planned Behavior.



Additionally, the research explores whether there are differences in behavioral intentions between domestic and international students. Through integrating the Anxiety/Uncertainty Management Theory and the Theory of Planned Behavior, this study investigates the roles of anxiety and uncertainty within intercultural communication contexts in students' behavioral intentions to use on-campus well-being resources. A preliminary data collection and analysis of 31 observations suggest that attitude is a significant predictor of behavior intention while anxiety is a significant negative predictor of intention. Implications related to students' access to and utilization of wellbeing resources are discussed.

**PHD LEAD**

Jessy Wang

**TEAM MEMBERS**

Fengyue Hu, Yenchen Lee, Tao Li, Manxi Luo, Wenzhe Xu, Nirui Yang, and Xuanpu Zhou

**ABOUT US**

The "BeUltraWELL" research team consists of seven exceptional investigators, Fengyue Hu, Yenchen Lee, Tao Li, Manxi Luo, Wenzhe Xu, Nirui Yang, and Xuanpu Zhou, each with their unique strengths, ranging from data analysis, social media marketing, methodology design, to interpersonal communication. The team is overseen by an outstanding PhD lead, Jessy Wang, whose passion for and extensive experience in mental health research inspire and guide our efforts. With a diverse composition of the team and collaborative efforts, the team is resilient and well-equipped to overcome challenges. The combined experiences and skills enable the team to generate the best strategy to promote positive attitudes and behaviors related to wellbeing resources among college students. Equipped with an interdisciplinary background in social sciences, the team is dedicated to extracting valuable insights from rigorous human-centered research, empowering the clients to effectively address and overcome their challenges.

a wide range of topics, the school is committed to accommodating students whose schedules do not fit the standard timeline for traditional in-person classes. MNOHS' small student-to-faculty ratio, flexible meeting times, and nearly two decades of industry experience makes them stand out as a top choice for both full-time and part-time students.

**ABSTRACT**

Learning management systems (LMSes) have become a staple of many educational institutions during the COVID-19 pandemic and have long served as the backbone of online schools. Understanding students' acceptance of an online school's LMS is important to optimize user interface and experience, ultimately enhancing student eLearning experiences. Guided by the technology acceptance model (TAM), this study seeks to determine factors that influence students' intention to use Blackboard, a popular LMS, at an online high school. In addition to the main TAM variables of perceived usefulness (PU), perceived ease of use (PEOU), and intention to use (IU), proposed determinants of these variables - result demonstrability (RD), perceived behavioral control (PBC), and PEOU for PU and self-efficacy (SE) and perceived simplicity of design (PSD) for PEOU - were also examined. Students aged 18 years and older were recruited from an online high school in the American Midwest for this survey study. Preliminary data analyses showed significant relationships between PU and IU and PEOU and IU. RD, PBC, and PEOU were confirmed to be determinants of PU. SE and PSD were found to be determinants of PEOU. These findings have implications for strategies through which online schools could increase students' intention to use Blackboard, including plans to make more resources available to help students find the most usefulness out of the LMS and navigate the platform more easily.

**PRESENTATION 6**

**WHAT DO STUDENTS THINK OF BLACKBOARD?**

TAILORING THE TECHNOLOGY ACCEPTANCE MODEL TO EVALUATE AN ONLINE HIGH SCHOOL'S LEARNING MANAGEMENT SYSTEM

**CLIENT**

Minnesota Online High School

**ABOUT THE CLIENT**

Minnesota Online High School (MNOHS) is a nationally-accredited public charter high school that operates entirely online. By offering more than 100 courses across

**PHD LEAD**

James Crissman

**TEAM MEMBERS**

Dayanis Delgado, Wanyi He, Xuan Hou, Hui Li, Peiyu Li, Anam Tyrewala, Jiahan Yang, and Fangqi "Keii" Zeng

**ABOUT US**

Our group comprises eight passionate graduate students from BU COM's Emerging Media Studies program. Hui Li serves as the project manager. Xuan Hou, Peiyu Li, and Jiahan Yang bring their exceptional analytical skills to the quantitative team. Dayanis Delgado, Wanyi He, Anam Tyrewala, and Fangqi "Keii" Zeng contribute their excellent communication skills to the qualitative team. We are grateful to have James Crissman as our PhD Lead. Together, we combine our backgrounds in marketing, psychology, and design to improve the accessibility and usability of online education platforms to enhance the learning experiences of students.



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