

AEJMC SCHEDULE

GAYLORD COLLEGE PRESENTATIONS



GAYLORD GRADUATE STUDENTS MARKED WITH A STAR*

WEDNESDAY 1:00 – 5:00 PM

7
AUGUST

AEJMC APPOINTED COMMITTEE ON CAREER DEVELOPMENT

Panelist: Dr. Jensen Moore

- **Title:** "...and One Third Service": Identifying Appropriate Levels of Academic and Professional Service for Your Job
- **Format:** Pre-Conference Workshop (Registration Necessary)
- **Location:** Franklin Hall 8/4th

THURSDAY 8:30 AM

8
AUGUST

BROADCAST AND MOBILE JOURNALISM & CULTURAL AND CRITICAL STUDIES DIVISIONS

Panelist: Amanda Siew*

- **Panel Title:** On Air, Online, and Over the Top: Impacts of Technology on Labor in U.S. Local TV Newsrooms
- **Format:** Research Panel Session
- **Location:** Salon C/5th

PUBLIC RELATIONS DIVISION – TRUST, CSR, AND CORPORATE SOCIAL ADVOCACY

Dr. Jensen Moore, Elizabeth Cox*, & Vishala Persad*

- **Title:** Thoughts and Prayers...More Such Deaths Will Occur: Effects of Combining Organizational Social Media Mourning for Public Tragedies With Corporate Social Advocacy
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

INTERNATIONAL COMMUNICATION – COMMUNICATION IN INTERPERSONAL RELATIONSHIPS

SunHa Yeo*, Daniel Thompson* & Bemil Aderemi*

- **Title:** From External Relationships to Internal Communication Behavior
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

10:30 AM

PUBLIC RELATIONS DIVISION – GRADUATE STUDENT SHOWCASE

Elizabeth Cox*

- **Title:** Research Agenda Presentation
- **Format:** Research Presentation
- **Location:** Franklin Hall 8/4th

12:30 PM

ADVERTISING DIVISION – EMERGING TECHNOLOGIES & THEIR IMPACT ON CONSUMER INTERACTION

Nate S. Fisher*

- **Title:** Ads from Automatons: Consumer Perceptions of AI in Advertising and Elsewhere
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

POLITICAL COMMUNICATION DIVISION – GLOBAL ELECTIONS

Bemil Aderemi*, SunHa Yeo*, and Koneru Aniketh*

- **Title:** Examining the 2020 Election Voter Fraud Claims Through STOPS
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

POLITICAL COMMUNICATION DIVISION – POLARIZATION AND PERCEPTION

Dr. Patrick Meirick & Marisa Penkauskas – *OU Dept. of Communication*

- **Title:** Television News Exposure, Party, Personal Contact, and Support for LGBTQ+ Policies
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

2:30 PM

CULTURAL AND CRITICAL STUDIES AND LAW AND POLICY DIVISIONS

Moderator: Dr. Ralph Beliveau // Panelist: Dr. Meta G. Carstarphen

- **Panel Title:** New Adventures in Academic Freedom: Threats and Responses
- **Format:** Teaching Panel Session
- **Location:** Salon K/5th

THURSDAY 2:30 PM

8
AUGUST

COMMISSION ON GRADUATE EDUCATION - GRADUATE TEACHING EXCELLENCE PANEL

Elizabeth Cox*

- **Title:** Nothing Wrong with a Little (in-class) Competition: Understanding the Esports Fan through Persona Creation and an Interactive Tournament
- **Format:** Teaching Panel Session
- **Location:** Franklin Hall 10/4th

AEJMC NEWS ENGAGEMENT DAY

Panelist: Amanda Siew*

- **Panel Title:** Being Smart about News Engagement, Disinformation, Influencers & Journalism Do's and Don'ts During the 2024 Presidential Election Season
- **Format:** Research Panel Session
- **Location:** Meeting Room 407/4th
- ****Amanda Siew and Daniel Thompson will also receive the 2024 News Audience Research Paper Award during this session.**

4:30 PM

COMMISSION ON GRADUATE EDUCATION - GRADUATE STUDENT TEACHING SHOWCASE

Elizabeth Cox*

- **Title:** Nothing Wrong with a Little (in-class) Competition: Understanding the Esports Fan through Persona Creation and an Interactive Tournament
- **Format:** Graduate Student Showcase - Poster
- **Location:** Franklin Hall 11/4th

FRIDAY 8:30 AM

9
AUGUST

MEDIA ETHICS DIVISION - SHIFTING ETHICAL PRACTICES IN U.S. AND CHINESE JOURNALISM

Qian Yu & Dr. David Craig

- **Title:** The Impacts of Hedge Fund Ownership on The Role of Journalism in Democracy
- **Format:** Refereed Research Paper Session
- **Location:** Meeting Room 404/4th

10:30 AM

POLITICAL COMMUNICATION & MASS COMMUNICATION AND SOCIETY DIVISIONS

Panelist: Dr. Lindsey Meeks - *OU Dept. of Communication*

- **Panel Title:** The Press and Democratic Backsliding: How Journalism Has Failed the Public and How It Can Revive Democracy
- **Format:** Research Panel Session
- **Location:** Salon J/5th

12:30 PM

COMMUNICATING SCIENCE, HEALTH, ENVIRONMENT, RISK DIVISION - HEALTH BELIEFS, INTENTIONS, AND BEHAVIORS

Narae Kim, Zeynep Altinay, Jinhee Seo, & Adam Pitluk

- **Title:** Understanding Factors Influencing RSV Vaccination Intentions: The Role of Epistemic Knowledge and Perceptions
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th
- ***Jinhee will not be attending AEJMC, but we've included her paper here to still support her research team.**

NEWSPAPER AND ONLINE NEWS DIVISION

Amanda Siew* and Daniel Thompson*

- **Title:** Out with the Old: What Young Adults Think of the "TikTokification" of News
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th
- ****2024 AEJMC News Audience Research Award Recipient**

SMALL PROGRAMS INTEREST GROUP

Daniel Thompson* and Amanda Siew*

- **Title:** Developing Undergraduate News Habits with Daily AI Generated News Quizzes for Journalism Programs and Beyond
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th
- ****Third Place Paper**

SCHOLASTIC JOURNALISM DIVISION - "A GOOD PLACE TO START BUT A BAD PLACE TO FINISH": CURRENT USES AND PERCEPTIONS OF AI IN JOURNALISM AND MEDIA EDUCATION

Daniel Thompson* and Dr. Melanie Wilderman

- **Title:** Artificial Intelligence Chatbots and Social Learning Theory in the Journalism Classroom
- **Format:** Refereed Research Paper Session
- **Location:** Salon B/5th

FRIDAY**12:30 PM****9****AUGUST****AEJMC ELECTED STANDING COMMITTEE ON PUBLICATIONS**

Moderator: Dr. Jeong-Nam Kim // Panelist: Dr. Robert Kerr

- **Panel Title:** The Legacy of JMCQ: Centennial Reflections
- **Format:** Research Panel Session
- **Location:** Salon H/5th

2:00 – 5:00 PM**GRADUATE PROGRAM EXPO**

Stop by the Gaylord booth to chat with potential students interested in our graduate program!

- **Location:** Franklin Hall / 4th

4:30 PM**COMMUNICATION TECHNOLOGY DIVISION – NAVIGATING SOCIAL MEDIA DYNAMICS: INTERACTIONS, BEHAVIORS, AND INFLUENCES**

Umer Bilal*

- **Panel Title:** Verification of Social Media Content: Journalistic Practices in Pakistan
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

MINORITIES AND COMMUNICATION DIVISION – STUDENT DEVELOPMENT

Dr. Melanie Wilderman

- **Title:** Underrepresented High School Journalists Telling Their Stories, And the Roles of Their Collective Journalism
- **Format:** High Density Refereed Research Paper Session
- **Location:** Salon I/5th

SATURDAY**8:30 AM****10****AUGUST****NEWSPAPER AND ONLINE NEWS DIVISION – NEWS AND SOCIETY**

Dr. Melanie Wilderman and Sohana Nasrin

- **Title:** How High School Journalists Cover Controversy
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

POLITICAL COMMUNICATION DIVISION – SOCIAL MEDIA AND POLITICS

Amanda Siew*

- **Title:** Connecting Politics to the People: How Social Media Influencers Get Out the Vote
- **Format:** Refereed Research Paper Session
- **Location:** Meeting Room 307/3rd

10:30 AM**BROADCAST AND MOBILE JOURNALISM DIVISION – IN THE (NEWS) MAKING: NAVIGATING CHALLENGING AND TRENDS IN JOURNALISM PRACTICE**

Ahmed Shatil Alam* and Amanda Siew*

- **Title:** Examining Gen Z Journalists' Perceptions of their Professional Identities and Roles
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

LAW AND POLICY DIVISION – TIKTOK, AI, AND STREAMING LAWS AND POLICIES

Dr. Chang Sup Park

- **Title:** "Public Interest" and Fake News Prevention on Social Media Platforms
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

2:30 PM**ENTERTAINMENT STUDIES INTEREST GROUP**

- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

Traci Williams*, Kyra Newcombe*, & Bailey Schuman*

- **Title:** Reel Realities: Investigating Representation of Original Films on Streaming Platforms

Alex Eschbach*

- **Title:** Music Culture as Commerce: Authenticity in Advertising in Music Festivals

INTERNATIONAL COMMUNICATION DIVISION – UNDERSTANDING THE BORDERS AND RELATIONSHIPS OF JOURNALISM

Umer Bilal*

- **Title:** Use of Social Media for Sourcing: Journalistic Practices in Pakistan
- **Format:** Refereed Research Paper Session
- **Location:** Salon L/5th

SATURDAY 4:30 PM

**10
AUGUST**

MASS COMMUNICATION AND SOCIETY DIVISION – RISK AND EMERGENCY COMMUNICATION

Sunha Yeo*, Momin Khondhaker, & Arif Sadri

- **Title:** Unveiling Hurricane Evacuation Order Vulnerabilities through Social Media Engagement and Communication: An Integrative Analysis of Coping and Interaction Process Analysis
- **Format:** Refereed Research Poster Session
- **Location:** Franklin Hall 11/4th

8:30 PM

GAYLORD COLLEGE SOCIAL

Hosted by Dean Andrea Miller

- **Location:** Meeting Room 414/4th



**JOIN FACULTY, GRADUATE STUDENTS, AND GAYLORD ALUMNI TO WELCOME
DEAN ANDREA MILLER TO THE UNIVERSITY OF OKLAHOMA!**

SUNDAY 11:30 AM

**11
AUGUST**

VISUAL COMMUNICATION DIVISION – THE INFLUENCE OF EMOTION IN SOCIAL MEDIA VISUALS

Nate S. Fisher* & Dr. Doyle Yoon

- **Title:** #Route66: Traveler Posts, Themes, and Their Relationship to Engagement
- **Format:** Refereed Research Paper Session
- **Location:** Salon J/5th