

8:45 a.m.: Breakfast begins

9 a.m.: Welcome and Introductions

9:15 a.m.–10:15 a.m.: Advertising and Representation

Discussant: Caitlin Cieslik-Miskimen

Megan Connor, UW–Milwaukee

“A New Kind of Brand: ABC Family and Millennial Marketing”

Kate Kallenberger, UW–Milwaukee

“Gender-bending Sponges and Flamboyant Alien Babies: Interpreting Controversies over Gay-Identified Characters on Children’s Animated Programs”

Daniel Murphy, UW–Milwaukee

“An Old ‘Wives’ Tale: The PMRC, The Los Angeles Times, and Moral Panic”

Hossein Panahi, Doug McLeod, School of Journalism and Mass Communication

“Content Analysis of Advertisement Slogans in Time Magazine”

10:30 a.m.–11:45 a.m.: Political Communication

Discussant: German Alvarez

Ceri Hughes, School of Journalism and Mass Communication

“It’s Not Easy (Not) Being Green: Frame Dissonance between the Green Party and Newspaper Coverage of the Party”

Yangsun Hong, School of Journalism and Mass Communication

“Bowling in Women’s League: Gendered Discussion Networks and Political Consequences”

David Coppini, School of Journalism and Mass Communication

“Egocentric Publics, Extremism, and Political Participation”

JungHwan Yang, David Wise, Al Gunther, School of Journalism and Mass Communication

“Crossing Lines: Selective and Cross-Cutting Information Seeking Among Partisans”

Mallory Perryman, School of Journalism and Mass Communication

“Framing News About Science and Religion: How Worldviews Affect Perceived Media Bias and Influence on Others”

11:30 a.m.–12 p.m.: Research group posters and lab open houses

11:45 a.m.: Lunch served

12 p.m.–12:40 p.m.: Keynote Address

Ken Goldstein

Rethinking the Effects of Televised Advertisements in Presidential Campaigns

1 p.m.–2 p.m.: Health Communication

Discussant: Yangsun Hong

Jiawei Liu, Rachel Kornfield, Yuhai Chen, Chau Tong, Hernando Rojas,

School of Journalism and Mass Communication

“The Interplay Between Verbal Frames and Visual Images in Influencing News Readers’ Perceptions of the Social Determinants of Obesity”

Kwansik Mun, JungHwan Yang, Woohyun Yoo, School of Journalism and Mass Communication

“FtF and Computer-mediated Talk about Smoking: How talk affects perceived risk and benefits of smoking”

Sunghak Kim, School of Journalism and Mass Communication

“The Influence of Interaction between Self-Esteem and Reward Type in the International Relief Activities Campaign?”

Zhen Di, Rachel Kornfield, Tae Joon Moon, School of Journalism and Mass Communication

“Health-related Media Consumption and Risky Use of Health Supplements”

2:15 p.m.–3:30 p.m.: New Media Platforms

Discussant: Kwansik Mun

Ethan Collins, UW–Milwaukee

“Social Networks and Fantasy Football”

Cole Stratton, UW–Milwaukee

“What is a Smartphone for? The Discursive Construction of the iPhone in Apple’s Advertising”

Paromita Sengupta, UW–Milwaukee

“Boredom is Always Counter-Revolutionary: Locating the Trickster in the Archives of the Carnavalesque”

Ho Young Yoon, School of Journalism and Mass Communication

“Media Competition in the Convergence Environment: A Case Study of Smartphone Use with Computer Use”

Matthew Barnidge, School of Journalism and Mass Communication

“Social Media Use and Political Disagreement”

3:45 p.m.–5 p.m.: Identity and Culture

Discussant: Alicia Wright

Meg Kohlmann, UW–Milwaukee

“An Imperial Affliction: A Campaign Analysis of John Green”

Kristen Bialik, School of Journalism and Mass Communication

“Ethics in Design: Online Commenting as a Digital Public Sphere”

Ryan Sugden, Chris Terry, UW–Milwaukee

“‘That’s So Gay’: Gay Perspectives in a Pre-AIDS Era”

Winnie Wu, School of Journalism and Mass Communication

“The Public Perception of National Power: A Comparison between China and United States”

Caitlin Cieslik-Miskimen, School of Journalism and Mass Communication

“Ultimate Rebranding: The Active Commodification of Sport Culture”