Communication Crossroads 2020

Health • Misinformation • Culture • Persuasion

Critique • Memes

Framing • Social Networks • Politics • Identity

Global Comm
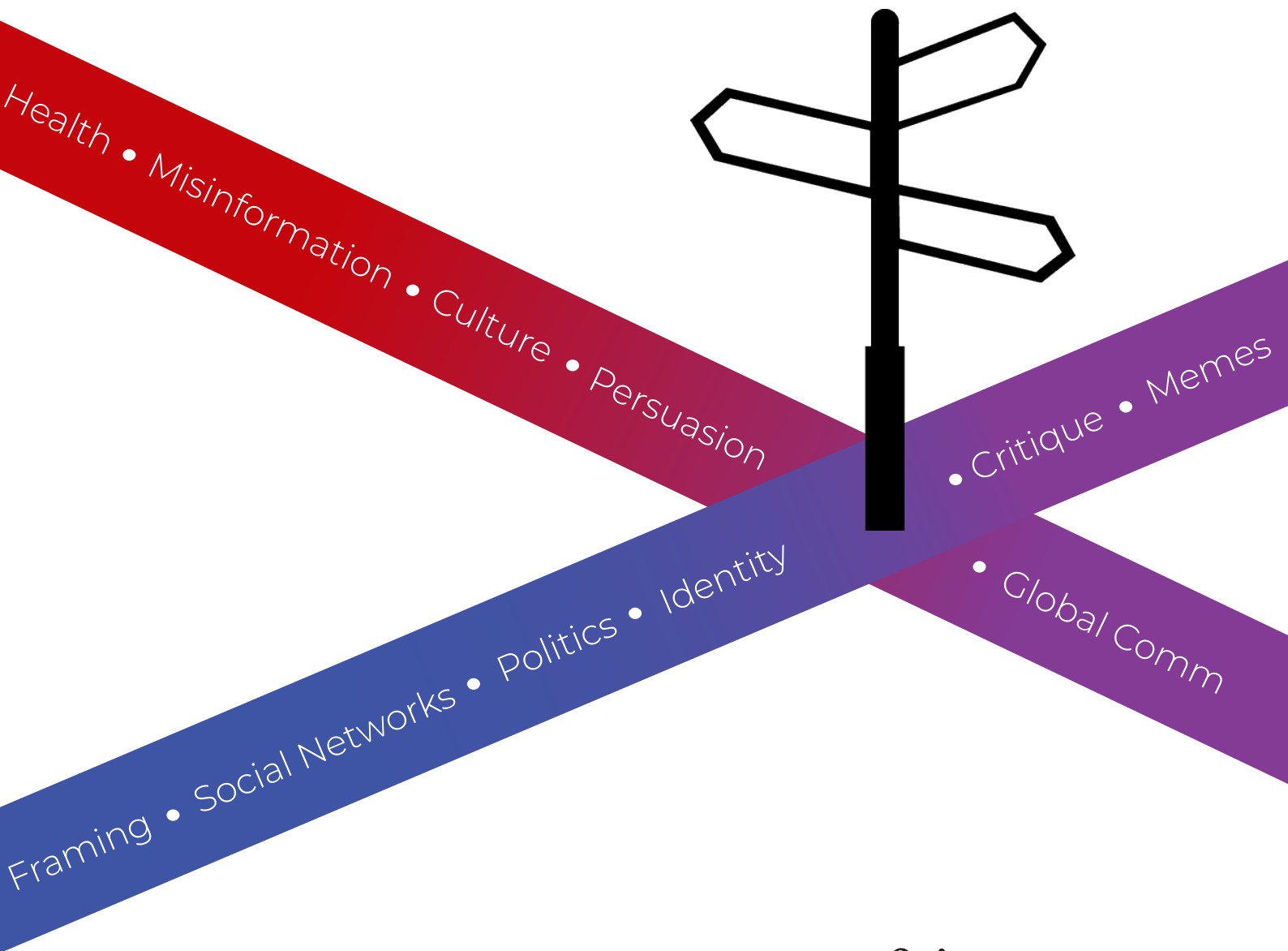
School of Journalism and Mass Communication
UNIVERSITY OF WISCONSIN–MADISON

Nafziger Room
5055 Vilas Hall
Friday, March 6
9:00 AM- 5:00PM

CONTENTS

School of Journalism
and Mass Communication
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CROSSROADS

Communication Crossroads is an interdisciplinary graduate student conference sponsored by the School of Journalism and Mass Communication at the University of Wisconsin-Madison. This year's conference showcases cutting-edge graduate student research in the field of communication from the School of Journalism and Mass Communication, Communication Arts, and Political Science.

Communication research has emerged as a truly multidisciplinary field, drawing from research in the humanities, social sciences, arts and technology fields. Communication Crossroads intends to facilitate exchange across these disciplines and provides emerging scholars an opportunity to interact with fellow students and faculty researchers.

The University of Wisconsin-Madison is one of the oldest journalism programs in the nation. The School of Journalism & Mass Communication was ranked seventh in the world for Communication and Media studies in a 2018 QS World University Ranking.

#CrossroadsUW   #SJMC   @uw_sjmc

Just one of many crossroads in life.
— Lisa Aarli

SCHEDULE

- NAME TAGS AND MORNING SNACKS/COFFEE - 8:45 AM-9:00 AM

- WELCOME AND INTRODUCTION - 9:00 AM

- PANEL 1: GLOBAL COMMUNICATION AND JOURNALISM - 9:05 AM-10:20 AM

- PANEL 2: CULTURE, COMMUNITY, AND CRITIQUE - 10:30 AM-11:30 AM

- LUNCH - 11:45 AM-12:45 PM

- PANEL 3: MEDIA EXPOSURE AND INFORMATION PROCESSING - 1:00 PM-2:15 PM

- PANEL 4: NEW MEDIA, IDENTITY, AND REPRESENTATION - 2:25 PM-3:40 PM

- PANEL 5: POLITICAL COMMUNICAITON AND MEDIA ECOLOGY - 3:50 PM-4:50 PM

- CLOSING REMARKS - 4:50 PM

"Truth is on the side of the oppressed."
— Malcolm X

GLOBAL COMMUNICATION AND JOURNALISM

PANEL 1

MODERATOR: JESSE BENN

Shezad Baloch
"Factors that influence journalists' work in a conflict zone"

Hamidreza Nassiri
"The Fall of Dissidence: The Decline of Iranian Underground Cinema and Its Implications for the Digital Democratization of Media"

Anton Shirikov
"Who Trusts State Media? Source Cues, Bias, and Credibility in Non-Democracies"

Kiran Bhatia
"Social Media as online archives: Inserting religious identities within educational spaces in India"

Shreenita Ghosh, Kruthika Kamath, and Christine Garlough
"Feminist Ethics of Care and Calls for Acknowledgement: Rethinking Rights Rhetoric in Abortion Discourses on Twitter"

CULTURE COMMUNITY, AND CRITIQUE

PANEL 2

MODERATOR: DANNY PARKER

CV Vitolo-Haddad
"The Dying of the Light: Existential Scientific Demagoguery"

Jisoo Kim
"Building a House, Building Humanity: What made current Habitat for Humanity possible and what did it make possible?"

Mengxin He
"Automatic Identification of People's Information requirements in Infectious Disease Outbreaks: Based on Community Question and Answering"

Matt Minich, Matthew Brook O'Donnell, Emily B. Falk, and Christopher N. Cascio
"Does social feedback valence change the underlying processes associated with conformity?"

MEDIA EXPOSURE AND INFORMATION PROCESSING

PANEL 3

MODERATOR: XINYI WANG

Sunghak Kim, Matt Minich, Ran Tao, Katheryn Christy, and Karyn Riddle
"To Tailor or Not to Tailor: An Investigation of Narrative Tailoring for Health Communication"

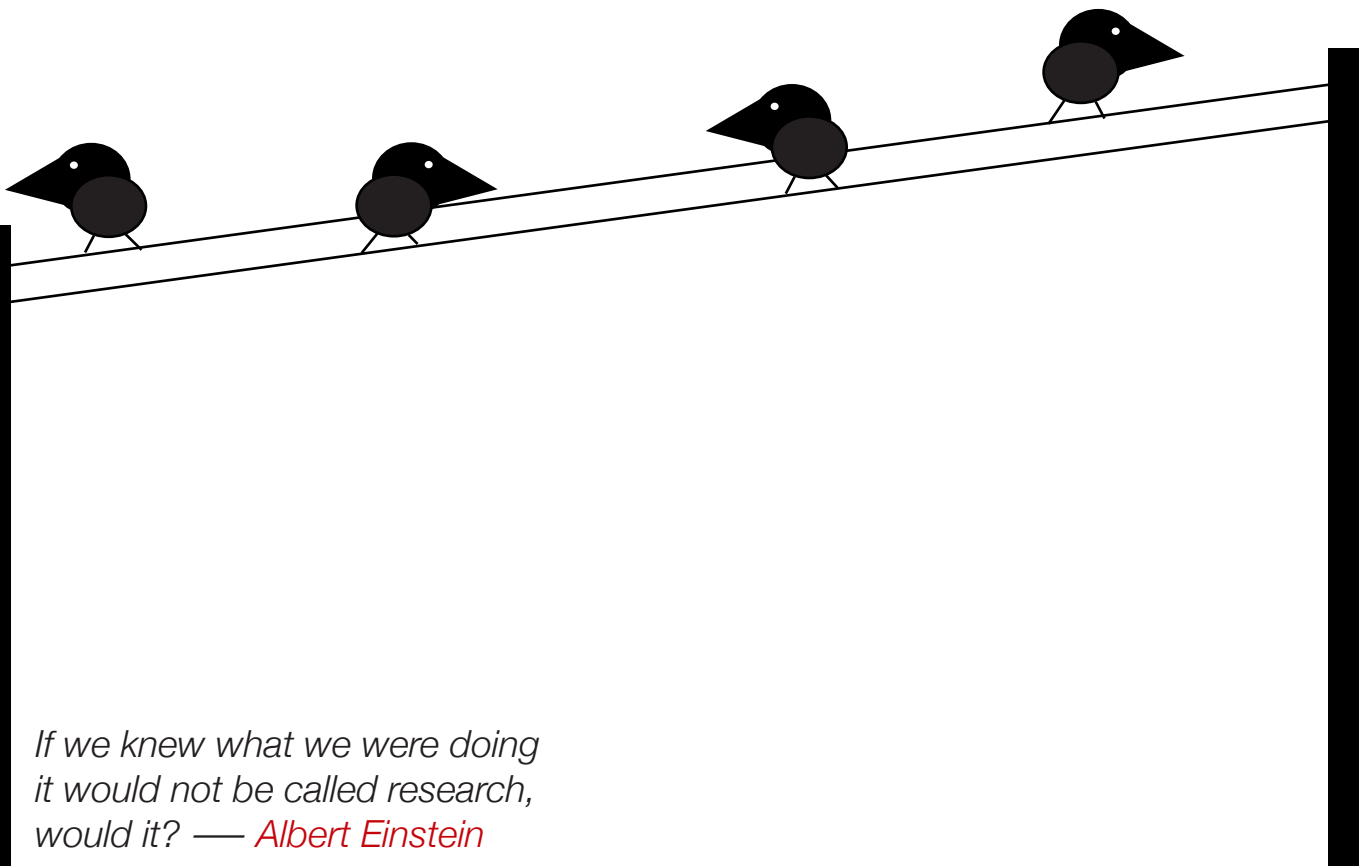**Ellie Yang, Estelle Z. Mi, Gryffin Loya, Dhavan Shah, Alex Tahk, and Dave Gustafson**
"How do we engage with an mHealth system for social support? The time dynamics of modality interactivity"

Sunghak Kim and Yangsun Hong
"Expanding the Theory of Normative Social Behavior to Health Prevention: Interpersonal Communication and Involvement as Moderators for HIV Prevention"

Arina Tveleneva, Xinyi Wang, Matthew Brook O'Donnell, Emily B. Falk, and Christopher N. Cascio
"The relationship between self-construal and neural processes associated with conformity"

If we knew what we were doing it would not be called research, would it? —— Albert Einstein

NEW MEDIA, IDENTITY, AND REPRESENTATION

PANEL 4

MODERATOR: YIPING XIA

Gryffin Loya and Elaine Almeida
"Queer performances on TikTok"

Elaine Almeida
"Construction of the Cisgender Male Body on Pornhub"

Steven Wang and Haoran Chang
"A Virtual Reality Journey of Digital Cruising: Gayze at the Grindr Grid"

Rod Abhari
"Your Brain on Porn: The Biopolitics of Porn Addiction"

Sang Jung Kim and Karyn Riddle
"Violence as a signal of sufficient information about the Syrian War?: Experimental study of a warning label on the news and entertainment about the Syrian War"

POLITICAL COMMUNICATION AND MEDIA ECOLOGY

PANEL 5

MODERATOR: HYUNGJIN GILL

Jordan Foley, Michael Wagner, Josephine Lukito, Ceri Hughes, Jiyoun Suk, Lew Friedland, and Dhavan Shah
"Do Conspiracy Theories "Find Me?": How Communication Ecologies, Information Seeking Preferences and Racial Resentment Fuel Conspiratorial Thinking"

Levi Bankston and Marcy Shieh
"Co-Opting the Court: Partisan Actors Politicizing the Supreme Court"

Tobias Widmann
"Populist Actors as Emotional Issue Entrepreneurs? Party Competition, Issue Politicization, and Emotional Appeals in Political Communication"

Xining Liao
"Wall and Sword-Attitudes toward Two Types of Online Censorship in China"

BIOS

Rod Abhari (Comm. Arts) is a second year PhD student who uses computational methods to track the diffusion of scientific (mis)information on networked media, and rhetorical methods to situate scientific rhetoric in social contexts. So far, he has looked at popular neuroscience and fracking as case studies of agenda-setting within online scientific diffusion.

Elaine Almeida (SJMC) is a first year doctoral student. Her work asks "what are the public realities of pleasure in marginalized bodies: how is it practiced, how is it stolen, and how does liberation reimagine these realities?" Her current scholarship is centered on deconstructing sexual trauma in marginalized men. In particular, she is interested in the interplay between digital media, body dissatisfaction and sex.

Shezad Baloch (SJMC) is an M.A research student and his research explores why some wars and conflicts garner less media attention than others. He has also worked for 10 years as a journalist for various national and regional media outlets in Pakistan's conflict-stricken Balochistan province.

Levi Bankston (Pol. Sc.) is a PhD candidate in the Department of Political Science. His research interests include campaign mobilization, voter data, and digital media. His dissertation is entitled "Demystifying Data: Campaign Data and Their Effects on Political Participation."

Jesse Benn (SJMC) is a high school dropout who somehow ended up a doctoral student. His research has focused on a variety of subjects, ranging from civil society to anti-intellectualism. For his dissertation he plans to explore the leftist imaginary, specifically how socialists imagine a socialist world would look, feel, and function

Kiran Bhatia (SJMC) is a PhD student with research interests in youth studies, digital cultures and networks, politico-religious identities, and Indian politics. She has also co-authored a book, Challenging Discriminatory Practices of Religious Socialization among Adolescents: Critical Media Literacy and Pedagogies in Practice, based on her work as a media educator in schools of Ahmedabad.

Carlos Davalos (SJMC) is a PhD student, teacher assistant, and research assistant at SJMC.Mexico's society and popular culture influence his main academic research agenda. His primary interests are the influence of U.S. mass media & mainstream culture in the configuration of Mexican identity; followed by cultural, postcolonial, and media imperialism studies.

Zening ("Ze") Duan (SJMC) is a PhD student studying the societal and political effects of emerging media technologies. He is passionate about developing and applying digital tools that often involve a high degree of automation in observational, theoretical, and experimental research on social bots.

Jordan Foley (SJMC) is a PhD candidate in the SJMC with an interest in political communication and methods research. His research focuses on political polarization, media effects, political psychology, and civic participation. Specifically, he is interested in how political argumentation manifests itself, circulates, and is ultimately processed and acted upon in the new media environment.

Shreenita Ghosh (SJMC) is a doctoral candidate in UW–Madison's School of Journalism and Mass Communication. Her area of research is in digital social movements and communication for development and social change.

HyungJin Gill (SJMC) is a doctoral student interested in political communication and digital media. His research focuses on examining how social media interactions affect voting behavior and party identification, and aims at analyzing motivational factors that shape ideological orientation.

Mengxin He (SJMC) is a second-year research master's student major in quantitative psychology at the Faculty of Psychology, Beijing Normal University. Now she studies as a visiting student in UW-Madison. Her research interests include computational social science and the social support in the online depression community.

Yangsun Hong (SJMC graduate) is an assistant professor in the Department of Communication and Journalism at the University of New Mexico. Her research situates people's intersectional social positions and communication opportunities at the center of health and political communication, and examines the communication experiences and behavioral responses.

Kruthika Kamath (SJMC) is a doctoral student who is interested in analyzing the relationship between traditional media and social media coverage of social justice movements in India, particularly the current #MeToo movement.

Jisoo Kim (SJMC) is a PhD student, focusing on how media environments influence social democracy with particular attention to the marginalized. She holds an M.A. in Communication from Seoul National University and a B.A. from Sogang University. Jisoo is currently an R.A. in Sociology Department and affiliated with IRG and SMAD.

Sang Jung Kim (SJMC) is a doctoral student at the School of Journalism & Mass Communication, University of Wisconsin-Madison. Her interest focuses on the interaction between technology and the politics of social identities.

Sunghak Kim (SJMC) is a PhD Candidate in the SJMC at the University of Wisconsin-Madison. His research focuses on investigating individual and social determinants and their persuasive mechanisms in health behaviors. He also wants to examine ways of developing and applying effective health promotion interventions by considering emerging communication technologies.

Brian Lepine (SJMC) is a PhD student and teaching assistant in the SJMC. He is also an adjunct instructor at Bristol Community College in Massachusetts. His research interests include political communication and media & society.

Xining Liao (SJMC) is a PhD student whose master's thesis focuses on Internet censorship in China and Chinese attitudes toward it. Her research interests are broad, involving media censorship, nationalism, fandom and persuasion in political communication. She had working experience in several Chinese Internet companies, such as Sina and Bytedance.

Gryffin Loya (SJMC) is a PhD student and teaching assistant. His research agenda is centered on the democratizing potential of technology and his research interests include digital cultures, entertainment media, protest, and political humor. In addition, he is interested in exploring user privacy issues and digital surveillance practices.

Matt Minich (SJMC) is a second-year PhD student and a lead graduate student in the Communication, Brain and Behavior lab. His research blends narrative persuasion work with communication neuroscience to better explain how stories change our minds.

Hamidreza Nassiri (Comm. Arts) is a PhD candidate in Film Studies whose dissertation examines the influence of digital media on local and global democracy. The director of Wisconsin Iranian Film Festival, Hamidreza is a filmmaker and filmmaking instructor. In 2019, after receiving the HEX Award, he ran filmmaking workshops for underrepresented communities

Danny Parker (SJMC) is a PhD student whose research aims to understand how mass communication and mediatization can support the preservation of democracy. Her research interests include speech and privacy rights online, origins of domestic and foreign policy news coverage, and the impact of that coverage on electoral politics and legislation.

Marcy Shieh (Pol. Sc.) is a PhD student and her research interests include judicial politics, judicial elections, and text analysis. Her dissertation is entitled "Ideological Disarray in the U.S. Federal and State Supreme Courts."

Anton Shirikov (Pol. Sc) is a PhD student in Political Science at the University of Wisconsin-Madison. He studies media, propaganda, authoritarian politics, and the legacies of communism. In his dissertation, he uses experiments and survey data to investigate when biased media are found more credible.

Ran Tao (SJMC) is a doctoral student at the School of Journalism & Mass Communication, University of Wisconsin-Madison. Her research focuses on how the interplay between emotion and cognition influences persuasion in the context of political and health communication

Arina Tveleneva (SJMC) uses social neuroscience theory and fMRI to study how social norms and persuasive messages affect human behavior. Her current projects involve studying cosmetic surgery users and their attitudes towards personal health and how parents take social norms into consideration when deciding which violent content their children can watch.

CV Vitolo-Haddad (Comm. Arts & SJMC) is a PhD candidate whose work seeks to understand how human population science is used in modern demagogic and authoritarian discourse.

Yidong Wang (Steven) (SJMC) is a doctoral student and his master's thesis is a case study of the digital media niche in the Hong Kong localist movement. His research interests focus on the interaction between media technologies and cultural and political discourses. He also writes about rhetoric and film/theater studies

Xinyi Wang (SJMC) is a second-year research master's student, who learning social psychology, she found communication a dynamic line of research that integrates her passion for media and human behavior research. She is broadly interested in persuasion, social influence, and health communication, and how to apply neuroscience techniques to better understand the mechanisms behind attitude and behavior change in these areas.

Tobias Widmann (SJMC) is a PhD Researcher at the European University Institute studying political science and political communication. In his research he applies a variety of different text analysis tools to identify causes and consequences of emotional appeals in the discourse of political parties.

Yiping Xia (SJMC) is a PhD student and his research interests revolve around the changing grounds of citizens' civic engagement in the digital environment. He is also interested in the cultural and social impacts of digital technologies.

Ellie Yang (SJMC) is a PhD student and her research focuses on how information and communication technologies (ICTs) impact perceptual and behavioral reactions to health benefits and risks. Specifically, she studies the engagement effects of Internet- and mobile-based digital systems for medical decision making and social support.

To know what you know and what you do not know, that is true knowledge. —— Confucius

TAKE SOME NOTES

He listens well who takes notes.
— *Dante Alighieri*

THANK YOU!

HUGE thank you to all the presenters, discussants, participants and attendees for making the 2020 Communication Crossroads conference a success. You rock!

Special thanks to:

2020 Conference Planning Committee:

Kruthika Kamath (Chair), Brian Lepine and Kiran Bhatia (Research Co-Chairs), Xinyi Wang and Gryffin Loya (Communication Co-Chairs), Carlos Davalos (Hospitality Chair), as well as Zening Duan, Danny Parker, and Shezad Baloch

Reviewers:

Jordan Foley, Josephine Lukito, Zening Duan, Arina Tveleneva, Yidong Wang, Yiping Xia, Gryffin Loya, Leo Shan, Ayellet Pelled, Winnie (Yin) Wu , Moonhoon Choi, Jeff Tischauser, Shezad Baloch, Kiran Bhatia, and Kruthika Kamath

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Hyungjin Gill, Jesse Benn, Xinyi Wang, Danny Parker, Yiping Xia

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