Communication Crossroads 2021

Health • Misinformation • Culture • Persuasion

Framing • Social Networks • Politics • Identity

Critique • Memes

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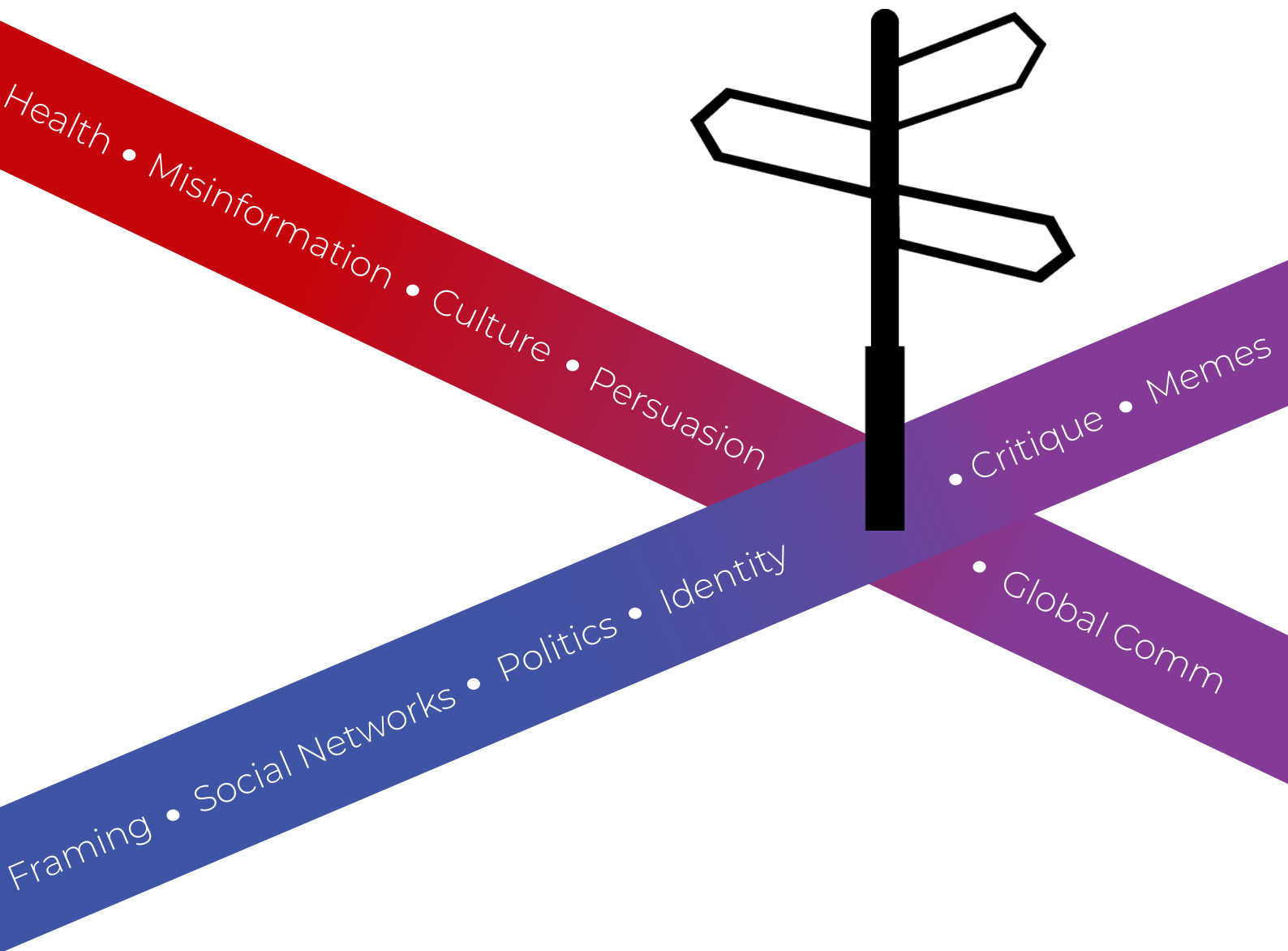
School of Journalism and Mass Communication
UNIVERSITY OF WISCONSIN–MADISON

Friday, March 12
Saturday, March 13
9:30 AM–1:00 PM

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 varied fields of communication.

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

MARCH 12, FRIDAY

Zoom Link: https://bit.ly/3roaFGr

- WELCOME AND KEYNOTE SPEECH - 9:30 AM–10:20 AM
- PANEL 1: THE GLOBAL COMMUNICATION SCAPE - 10:30 AM–11:20 AM
- COFFEE BREAK - 11:20 AM–12:00 PM
- PANEL 2: GENDER POLITICS AND SOCIAL MEDIA - 12:00 PM–12:50 PM
- INTRODUCTION TO RESEARCH GROUPS - 1:30 PM–2:45 PM
- VIRTUAL HAPPY HOUR - 5:00 PM–6:00 PM

MARCH 13, SATURDAY

Zoom Link: https://bit.ly/3rsJMRI

- PANEL 3: COMPUTATIONAL METHODOLOGY AND NEUROSCIENCE - 9:30 AM–10:20 AM
- PANEL 4: NEW TRENDS IN HEALTH COMMUNICATION - 10:30 AM–11:20 AM
- COFFEE BREAK - 11:20 AM–12:00 PM
- GRADUATE PROGRAM PANEL: "HOW TO NAVIGATE YOUR GRADUATE PROGRAM" - 12:00 PM–12:45 PM
- CLOSING REMARKS - 12:45 PM

KEYNOTE SPEECH

DR. YINI ZHANG
Assistant Professor
Department of Communication
University of Buffalo (SUNY)

Rooted in Community and Toward a Personalized SJMC Experience

"Having spent my most formative years at SJMC, I cannot but see how deeply I have been shaped by the people and the culture there. It is the colleagues, staff and faculty members that inspired and supported me to carve out my own path at graduate school. It is the uniquely free and collaborative academic environment that nurtured and sustained me. By stating the obvious, I hope to discuss with you how you could build your own SJMC experience."

THE GLOBAL COMMUNICATION SCAPE
PANEL 1

MODERATOR: SANG JUNG KIM

Jisoo Kim, Gaofei Li, Xining Liao, and Hernando Rojas
"When does the Past Colonial Memory Plug into the Nationalism? Media's Priming on Anti-Japan Nationalism among South Koreans and Chinese"

Kiran Bhatia
"Hindu nationalism on Twitter: Examining links between religion and politics in quotidian online discourse"

Shreenita Ghosh, Kruthika Kamath, Erica Dick, Isabel Garlough-Shah, and Christine Garlough
"Visual Politics and Feminist Ethics of Care: Examining Rhetoric in Abortion Memes on Twitter"

GENDER POLITICS AND SOCIAL MEDIA

PANEL 2

MODERATOR: YIPING XIA

Tahereh Rahimi
"How do women journalists in Iran make sense of their news work? A study of journalistic practice in Iran"

Elaine Almeida
"Not Hidden: Instagram as a Site of Digital Care for Asian American Male Survivors of Interpersonal Violence"

Mengyu Li, Miao Xu, and Yunya Song
"What Swearing Reveals about Themselves: Chinese Women's Profanity Use in Social Media"

COMPUTATIONAL METHODOLOGY AND NEUROSCIENCE

PANEL 3

MODERATOR: HYUNGJIN GILL

Zening Duan, Jianing Li, Josephine Lukito, Dhavan Shah, and Sijia Yang
"Bot as Strategic Communicator in the Digital Public Space: Evidence for Algorithmic Agenda-Setting during the COVID-19 Pandemic"

Matt Minich, Ran Tao, and Christopher N. Cascio
"Media and emotions: Insights from a neuroscience perspective"

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

NEW TRENDS IN HEALTH COMMUNICATION

PANEL 4

MODERATOR: ELLIE YANG

Matt Minich, Sang Jung Kim, Arina Tveleneva, Jiaying Liu, Alisa Padon, Lynn Silver, and Sijia Yang
"Harshing the buzz: Message-induced negative affect mediates the effects of pictorial cannabis product warning labels on desired outcomes"

Yiming Wang, Junhan Chen, Ran Tao, and Sijia Yang
"Coronaphobia or Xenophobia: Joint Impacts of Journalistic Practices and Online Commentary on Health Behaviors and Out-Group Discrimination in the U.S."

Ayellet Pelled, Hyesun Choung, Juwon Hwang, Leo Shan, Jiwon Kang, and Moonhoon Choi
"The cost of medication and misinformation: The influence of gain-loss appeals on attitudes toward regulation of DTCA"

GRADUATE PROGRAM PANEL

MODERATOR: YIDONG WANG

Shreenita Ghosh
Ph.D. Candidate

Ayellet Pelled
Ph.D. Candidate

Arina Tveleneva
Research M.A. Candidate

Elizabeth Lang
Professional M.A. Graduate, December 2020

BIOS

Elaine Almeida (SJMC) is a doctoral student and 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.

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.

Erica Dick (SJMC) is a junior at the University of Wisconsin, Madison. She is majoring in Journalism and getting two certificates, one in Global Health and the other in Integrated Studies in Science, Engineering, and Society. She currently assists on a Social Media and Democracy team doing research on abortion discourse in social media.

Zening ("Ze") Duan (SJMC) is a a second-year doctoral student in the School of Journalism and Mass Communication. He finds passion in exploring the intersection of algorithmic communication and public opinion via experimental and computational methods. His on-going works attempt to answer a question: how powerful can a bot be in setting agendas and correcting misperceptions?

Isabel Garlough-Shah (SJMC) is a sophomore and a Journalism and Mass Communication major with a certificate in Gender and Women's Studies. She works for the Mass Communication Research Center as a Coding Assistant. Her recent projects cover the #MeToo Movement and Abortion Memes on various social media platforms.

Shreenita Ghosh (SJMC) is a doctoral candidate in UW–Madison's School of Journalism and Mass Communication. Her primary field of research interest is in digital social movements in the USA and India and digital backlash communication network ecology.

HyungJin Gill (SJMC) is a doctoral candidate 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.

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 doctoral student who focuses on how media environments influence social democracy with particular attention to the marginalized. She has looked at a variety of subjects in this regard, from what hampers a more engaging and inclusive society to be formed to how to enhance the civic culture in digital media platforms to break stereotypes and foster healthy ideas- and opinion-sharing.

Sang Jung Kim (SJMC) is a doctoral candidate 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.

Elizabeth Lang (SJMC) is a Costa Rican journalist currently based in Madison working as a freelance writer for Tone Madison. She has a Master's of the Arts in Journalism and Mass Communication with a specialization in Arts and Culture from the University of Wisconsin–Madison.

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.

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.

Mengyu LI (SJMC) is a doctoral student at the University of Wisconsin–Madison's School of Journalism and Mass Communication. Her area of interest lies at the intersection of digital media, gender, and culture, including computational communication and health communication.

Matt Minich (SJMC) is a doctoral 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.

Ayellet Pelled (SJMC) is a PhD candidate in the School of Journalism & Mass Communication. Her research interests reside on the intersection of social psychology, media effects and emotions, with a focus on social cognition and the underlying psychological mechanisms of information processing. Especially how those cognitive process influence behavior, personal judgment, and decision-making.

Tahereh Rahimi (SJMC) is a first-year Ph.D. student in the School of Journalism and Mass Communication. Some areas of her research include global media, Journalism culture, and media and social movements. Before coming to the US, she spent 14 years working for various media outlets in Iran, as both a reporter and section editor.

Arina Tveleneva (SJMC) is a second-year research master's student at the School of Journalism and Mass Communication. Her research interests focus on the self, social influence, and health decision-making. In addition, she is interested the use of neuroimaging to study persuasion, health campaign effectiveness, and human behavior.

Yidong Wang (Steven) (SJMC) is a doctoral candidate 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.

Yiming Wang (SJMC) is a Ph.D. student in Mass Communications. Wang employs various methods (experiment, survey, and textual analysis) to media effects and political communication studies in both authoritarian and democratic settings. Specifically, Wang is interested in exploring how traditional and new media influence people's collective identity and ideology.

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 candidate 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.

Yini Zhang (SUNY Buffalo) is an Assistant Professor in the Department of Communications at the University of Buffalo (SUNY). She studies social media and political communication. Her work focuses on public attention and social media and their relationship with journalism and democracy, using computational methods.

THANK YOU!

HUGE thank you to all the presenters, discussants, participants, and attendees for making the 2021 Communication Crossroads conference a success. You rock!

Special thanks to:

2021 Conference Planning Committee:
Kruthika Kamath (Chair), Brian Lepine and Jisoo Kim (Research Co-Chairs), Gryffin Loya (Communication Chair), Kiran Bhatia (Hospitality Chair), as well as Carlos Davalos and Diego Romeo.

Reviewers:
Elaine Almeida, Jesse Benn, Moonhoon Choi, Zening Duan, Kruthika Kamath, Zhi-Xiong Koo, Jisoo Kim, Gryffin Loya, Mengyu Li, Ayellet Pelled, Xiaomei Sun, Yibing Sun, and Arina Tveleneva.

Moderators:
HyungJin Gill, Sang Jung Kim, Yidong (Steven) Wang, Yiping Xia, and Ellie Yang.

Technical and Logistical Support:
Lisa Aarli, Sterling Anderson, Rowan Calyx, Jenni Hart, Karyn Riddle, Hernando Rojas, and Ashley Toy.

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