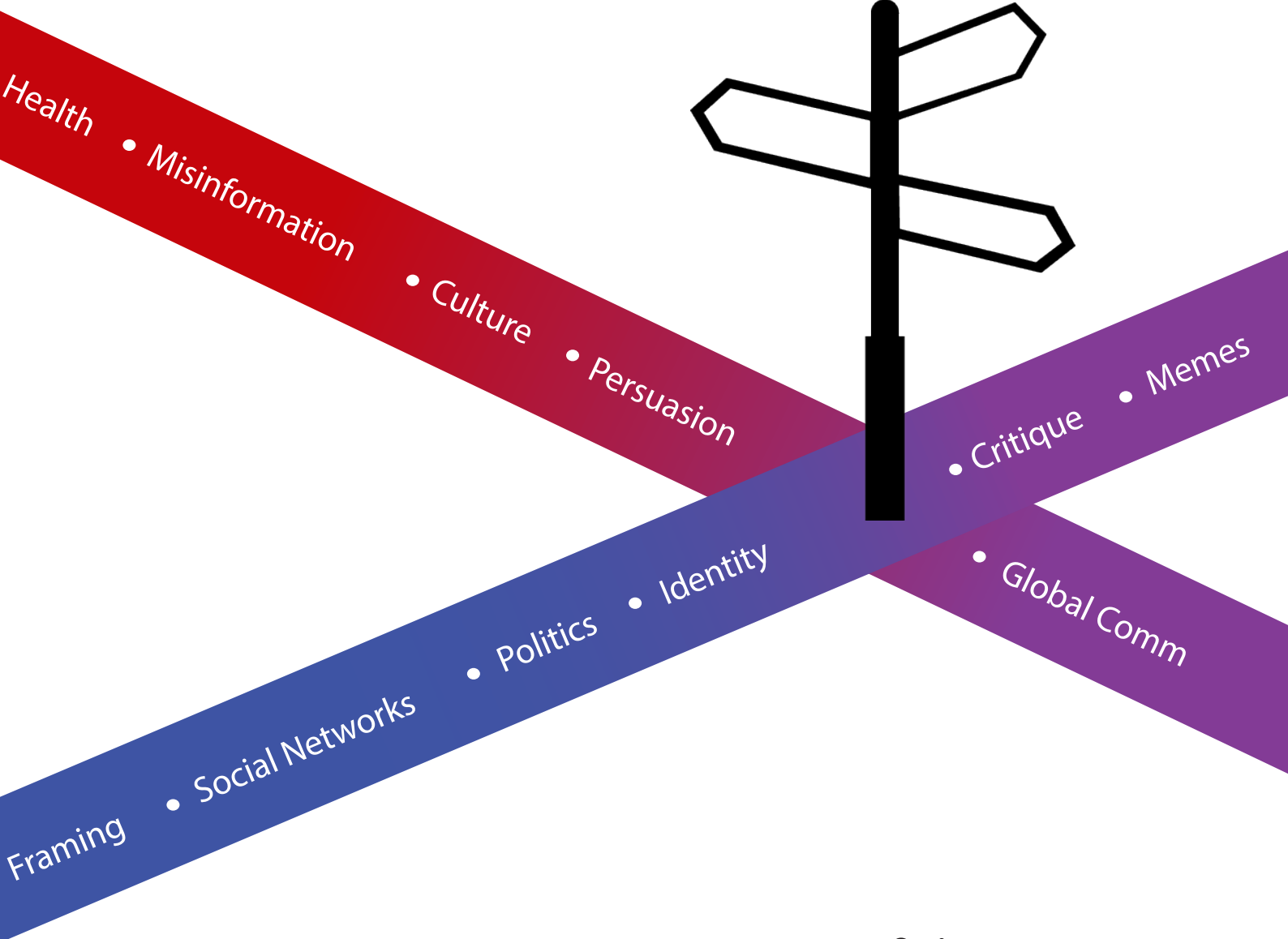


Communication Crossroads 2022



School of Journalism
and Mass Communication
UNIVERSITY OF WISCONSIN-MADISON

Nafziger Room
5055 Vilas Hall
Friday, March 4
8:30 AM- 4:00PM

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**School of Journalism
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UNIVERSITY OF WISCONSIN-MADISON

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, Life Science Communication, and Sociology.

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 -
8:30 AM-9:25 AM
- WELCOME AND INTRODUCTION - 9:25 AM
- KEYNOTE SPEECH: ALUMNA JIYOUN SUK - 9:30 AM-10:20 AM
- PANEL 1: HEALTH AND SCIENCE COMMUNICATION -
10:30 AM-11:30 AM
- LUNCH - 11:30 AM-1:00 PM
- PANEL 2: COMMUNICATION AND SOCIAL MOVEMENT - 1:00
PM-2:15 PM
- PANEL 3: POLITICAL AND CIVIC DISCOURSE - 2:30 PM-3:45 PM
- CLOSING REMARKS - 3:45 PM



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

KEYNOTE SPEECH



DR. JIYOUN SUK

Assistant Professor

Department of Communication &

the Women's, Gender, & Sexuality Studies Institute

University of Connecticut



UW-MADISON ALUMNA SHARES SJMC EXPERIENCE

Jiyoun Suk is an Assistant Professor in the Department of Communication at the University of Connecticut, jointly appointed with the Women's, Gender, and Sexuality Studies Program. In her research, she looks at how the communication processes in the contemporary media environment shape civic trust, activism, and political polarization, primarily employing computational methods.

Her first line of research examines how networked communications have the potential to bring out voices of social justice and equality, as in the case of the #MeToo movement. She currently looks at different nuances and dynamics surrounding gendered political discourses in social media and their implications in a polarized media environment. For her second line of research, she looks at how social contexts and structural inequalities across geography and the networked media environment shape political opinions about different social groups. Her research has been published in *Human Communication Research*, *Social Science Computer Review*, *Journal of Communication*, *Journal of Computer-Mediated Communication*, *International Journal of Press/Politics*, *International Journal of Public Opinion Research*, among many others. Her work has received numerous awards, including top paper awards from the Association for Education in Journalism and Mass Communication (AEJMC)'s Political Communication Division and Mass Communication and Society Division.

Research Interests

- Computational Social Science
- Political Communication
- Mass Communication and Media Effects
- Digital politics and gender
- Social justice and activism

HEALTH AND SCIENCE COMMUNICATION

PANEL 1

MODERATOR: ELLIE YANG

Xining Liao

“How American Media Frame China in the COVID-19 Pandemic: A mixed approach combining structural topic modeling and network analysis”

Lauren Kriss, Lynne M. Cotter, Luke Daniel Cross, Yoo Ji Suh, Xining Liao, Joon Hyuk Chung, Matt Minich, Chen-Ting Chang, Arina Tveleneva, & Christopher N. Cascio

“Why Do Misperceptions Persist?”

Lynne Cotter

“Interactive COVID-19 Dashboards and Information Recall”

Brianna Van Matre & Jiayun Ye

“The Influence of Gender on the Human Health Frame of Climate Change”

COMMUNICATION AND SOCIAL MOVEMENT

PANEL 2

MODERATOR: GRYFFIN LOYA



Elaine Almeida

“Tensions of Narratives: #StopAapiHate On Instagram”

Kruthika Kamath

“MeToo: A Care-based Transformative Justice Movement?”

Macau Ka Fai Mak & Hernando Rojas

“Social media use and gender gap in protest participation: A cross-platform examination based on the O-S-R-O-R model”

Diego Romeo

““If we are for SAFETY – we NEED the NYPD!” A Critical Analysis of Three NYC Mayoral Candidates’ Police Reform Proposals”

Erin Gaede

“The Moms of Magnolia Street: How four Black unhoused mothers reclaimed and redefined the right to housing in Oakland.”

POLITICAL AND CIVIC DISCOURSE

PANEL 3



MODERATOR: XIAOYA JIANG

Yoo Ji Suh

“Moralization of Politics and Election Media Coverage”

Linjie Dai

“Tell China’s Story Well”: Nationalism in CGTN’s Coverage of Xinjiang Conflict”

Macau Ka Fai Mak

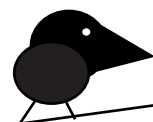
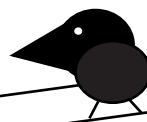
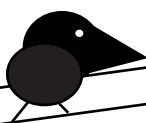
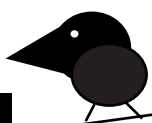
“Significant social movement as a critical event: The impact of journalists’ mutual attention on the differentiation between traditional and alternative media in the field”

Rosie Nguyen

“The features and effects of digital vigilantism”

Danny Parker

““Fuck the Police” An Ethnographic Examination of Civic Identity, Authority Resistance, and Vigilantism in Rural and Urban Underclass Communities”



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

BIOS



Elaine Almeida is a Mass Communication doctoral student with minors in Gender and Women's Studies and Transdisciplinary Visual Culture. She is a qualitative scholar interested in how minoritarian storytellers utilize care to transform digital spaces. In particular, she emphasizes Asian and Latina/o/e American experiences of embodiment, acculturative stress, and the survival of sexual violence in the United States. Previously, she attended the University of Texas at Austin for both a B.S. and M.A. in Advertising, with a minor in multicultural counseling. She further explores her interests through her role as a digital artist on Instagram.



Lynne Cotter is a first year PhD student with research interests in visual health communication, data visualization, and personal analytics. Her research focuses on understanding how people perceive health information and the impacts of persuasion and framing techniques that can be employed by public health officials in mass communications.



Linjie Dai is a Ph.D. student in the School of Journalism and Mass Communication, University of Wisconsin-Madison. Linjie studies mass communication in processes of identity construction, civic engagement, etc., with special interests in the intersection of communication and gender and sexuality as well as other power dynamics.



Erin Gaede is a first year PhD student in the Sociology Department where she is interested in urban sociology, poverty, and housing. Her research focuses on the normative, historical and policy dimensions of homelessness and how this relates to the emergence of new grassroots movements for housing justice.



Kruthika Kamath (SJMC) is a doctoral candidate who is interested in analyzing media coverage (traditional and digital) of social justice movements, specifically the current #MeToo movement in India, through an ethics of care and transformative justice lens.



Lauren Kriss is a first-year PhD student in the SJMC. She does research on social influence and persuasion from a neuroscience perspective in the Communication, Brain, and Behavior Lab. She also studies the unintended consequences of messaging using psychological reactance theory and studies how media shapes health beliefs.



Xining Liao is a Ph.D. student in the School of Journalism and Mass Communication at the University of Wisconsin-Madison. She studies nationalism, intergroup communication and persuasion, focusing specifically on how to reduce intergroup conflicts through mediated communication.



Gryffin is a Ph.D student in the Journalism and Mass Communications program at UW-Madison. Before Wisconsin, he studied in New Mexico and developed a love for camping and green chile. In the past two years, Gryffin has overseen courses on introductory communication theory and public speaking. His research focuses on digital cultures and on the social/persuasive functions of humor.



Macau K. F. Mak is a Ph.D. student in the School of Journalism and Mass Communication of the University of Wisconsin-Madison. His research interests include political communication, new media, and media effects. Specifically, he studies how new media use and affordances relate to people's political attitude and participation.



Rosie Nguyen is a M.A. research student in SJMC. She is interested in media processes and effects on young people's attitudes and behaviors, especially prosocial media and media violence. She is a Fulbright scholar from Vietnam. Prior to coming to UW Madison she worked as a book author and journalist for more than 5 years.



Danny Parker is a PhD student at the School of Journalism and Mass Communication at the University of Wisconsin-Madison. A political communication scholar, Danny examines the role communication ecologies play in the development of civic and political identity. A major facet of her research grapples with how structural conditions threaten equal access to democratic institutions and belief in democracy for vulnerable and impoverished communities. A qualitative methodologist and an ethnographer, Danny chronicles the lived experiences of these communities by conducting interviews and participating in their everyday lives.



Diego Romeo is a PhD student in the School of Journalism & Mass Communication. His research focuses on the role that ideologies play in shaping political discourse and news production, exposing ways in which they contribute to the marginalization of social groups and protest movements.



Yoo Ji Suh (SJMC) is a doctoral student interested in examining how media and technology can be harnessed to facilitate prosocial attitudes and behaviors. Her current work explores the effect of moral rhetoric in election media coverage on support for legislative compromise.



Brianna Van Matre is a master's student in the Department of Life Sciences Communication at the University of Wisconsin-Madison. Brianna is interested in social marketing, visual communication, and persuasion, focusing on environmental topics such as climate change, natural resource use, and conservation.



Jiayun Ye is a Research Master student with research interests in the interdisciplinary field of media and gender studies. Specifically, her current research interests include media representation of gender roles and gender-based violence, media's effects on public perceptions of gender norms and attitudes towards gender issues, and body image in the media.

THANK YOU!

HUGE thank you to all the presenters, discussants, participants and attendees for making the 2022 Communication Crossroads conference a success. You rock!

Special thanks to:

2022 Conference Planning Committee:

Aman Abhishek and Mengyu Li (Planning Co-Chairs), Tahereh Rahimi, Linjie Dai, and Jisoo Kim (Research Co-Chairs), Jillian Padgett and Jessica Needle (Communication Co-Chairs), Kevin Felming and Zening Duan (Hospitality Co-Chairs).

Reviewers:

Gryffin Loya, Kruthika Kamath, Jisoo Kim, Soo Yun Kim, Diego Romeo, Yidong Wang, Ellie Yang, Macau Ka Fai Mak, Ayellet Pelled, Yiping Xia, Tahereh Rahimi, Sang Jung Kim, Yoo Ji Suh, and Zening Duan.

Moderators:

Ellie Yang, Gryffin Loya, and Xiaoya Jiang.

Technical, logistical, and communication support:

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