UW Communication Crossroads 2015 Program and Schedule

8:45 a.m. Breakfast Begins
9 a.m. Welcome and Introductions – Hernando Rojas, Meredith Metzler

9:15-10:15 p.m. Panel 1: Advertising and Representation
Moderator: Caitlin Cieslik-Miskimen

“A New Kind of Brand: ABC Family and Millennial Marketing” - Megan Connor, UW-Milwaukee

“Gender-bending sponges and flamboyant alien babies: Interpreting controversies over gay-identified characters on children's animated programs” - Kate Kallenberger – UW-Milwaukee


“Content Analysis of Advertisement Slogans in Time Magazine” - Hossein Panahi, Doug McLeod

10:30 - 11:45 p.m. Panel 2: Political Communication
Moderator: German Alvarez

It's Not Easy (Not) Being Green: Frame dissonance between the Green Party and Newspaper Coverage of the Party - Ceri Hughes - SJMC

Bowling in Women’s League: Gendered Discussion Networks and Political Communication - Yangsun Hong - SJMC

Egocentric Publics, Extremism, and Political Participation - David Coppini - SJMC

Crossing Lines: Selective and Cross-Cutting Information Seeking Among Partisans - JungHwan Yang, David Wise, Al Gunther - SJMC

Framing News About Science and Religion: How Worldviews Affect Perceived Media Bias and Influence on Others - Mallory Perryman - SJMC

11:45 a.m. -12:45 p.m. Lunch
Research group posters and representatives in Nafziger Room
PACE and Video Game Research Lab Open House

1- 2 p.m. Panel 3: Health Communication and Media Effects
Moderator: Yangsun Hong
The Interplay Between Verbal Frames and Visual Images in Influencing News Readers' Perceptions of the Social Determinants of Obesity - Rachel Kornfield, Jiawei Liu, Yuhai Chen - SJMC

FtF and Computer-mediated talk about smoking: How talk affects perceived risk and benefits of smoking - Kwansik Mun – SJMC

The Influence of Interaction between Self-Esteem and Reward Type in the International Relief Activities Campaign - Sunghak Kim – SJMC

Direct-to-consumer advertising, information seeking, and medication consumption – Tae Joon Moon, Rachel Kornfield, Zhen Di - SJMC

2:15 - 3:30 p.m. Panel 4: New Media Platforms
Moderator: Kwansik Mun

Social Networks and Fantasy Football - Ethan Collins – UW-Milwaukee

What is a Smartphone For? The Discursive Construction of the iPhone in Apple's Advertising - Cole Stratton – UW-Milwaukee

Boredom is Always Counter-Revolutionary: Locating the Trickster in the Archives of the Carnivalesque - Paromita Sengupta – UW-Milwaukee

Media Competition in the Convergence Environment: a Case Study of Smartphone Use with Computer Use - Ho Young Yoon - SJMC

Social Media Use and Political Disagreement - Matthew Barnidge - SJMC

3:45 - 5 p.m. Panel 5: Identity and Culture
Moderator: Alicia Wright

An Imperial Affliction: A Campaign Analysis of John Green - Meg Kohlmann – UW-Milwaukee

Ethics in Design: Online Commenting as a Digital Public Sphere - Kristen Bialik - SJMC

“That's So Gay”: Gay Perspective in a Pre-AIDS Era - Ryan Sugden, Chris Terry – UW-Milwaukee

The Public Perception of National Power: A Comparison between China and United States - Winnie Wu - SJMC

Ultimate Rebranding: The Active Commodification of Sport Culture - Caitlin Cieslik-Miskimen - SJMC