POLITICAL COMMUNICATION INTEREST GROUP

SUMMER 2015
Dear PCIG Members:
The 2015 AEJMC Conference in San Francisco is less than a month away, and PCIG has an exciting program planned for you! Highlights include a pre-conference co-sponsored with CT&M on computerized content analysis methods, a teaching panel co-sponsored with ComSHER on innovative techniques including “flipped classroom” approaches, a PF&R panel co-sponsored with CT&M on research collaborations with industry and non-academic partners, and a PF&R panel on the ethics of global journalism, co-sponsored with International Communication to coincide with AEJMC’s 2015 conference theme of “Global Bridges.” These sessions, along with our excellent research paper and scholar-to-scholar sessions, are detailed within this newsletter, and I hope you will consider joining us for some if not all of them.

I especially urge you to join us for our annual business meeting on Friday, August 7th from 6:45pm-8:15pm. At the meeting, we will honor this year’s recipients of the McCombs-Shaw Top Student Paper Award and runner up, PCIG’s top three faculty paper awards, and the Lynda Lee Kaid Best Published Article in Political Communication Award. We also will be holding elections for various officer positions, including Research Chair, Teaching Chair, PF&R Chair, Secretary, and Graduate Student Liaison. This is a great opportunity to get involved! Although we will accept nominations from the floor, if you are interested in running for one of these positions, please feel free to contact me (lauren.feldman@rutgers.edu) ahead of the conference so we can be sure to include you on the ballot.

In addition, at the business meeting, I will be convening a special vote of our members on whether PCIG should pursue full division status within AEJMC. 2015 marks our fifth year as an interest group, and our membership has grown steadily (we now have more than 200 members!), along with the quality and quantity of our annual research paper submissions. Full division status will increase the visibility of political communication scholarship within AEJMC, afford us more programming slots at the annual conference, and provide other benefits for our members. We thank you for your tremendous support and energy as we hopefully begin a new phase in PCIG’s history!

We also are very happy to announce a new initiative that we have just launched on our updated website: A political communication syllabus exchange (http://aejmcpolcomm.weebly.com/syllabi.html). If you teach courses in political communication, please consider sharing your syllabi by emailing them to pcig.aejmc@gmail.com. We are trying to grow this new resource, and we can't do it without your help!

Finally, I want to encourage you to follow the Political Communication Interest Group on Twitter (@PCIG) and join our Facebook group, if you haven't already. These are both active spaces for sharing, discussing, and learning about the latest research and teaching in political communication, paper calls, relevant job openings, and more. A big thanks to Shannon McGregor and Rachel Mourao of the University of Texas-Austin for managing our social media accounts and website, as well as producing this newsletter – PCIG is extremely grateful for your time and talent!

This is an interesting and exciting time for political communication, as the 2016 U.S. presidential race heats up, protest politics continue to take center stage both in the U.S. and abroad, and “big data” provide us with new opportunities for examining the role of media in politics. I encourage you to continue to think of PCIG as a place to share and promote your political communication scholarship.

I look forward to seeing all of you in San Francisco in August!

Sincerely,
Lauren Feldman
PCIG Head
Assistant Professor
School of Communication & Information, Rutgers University
2015 AWARDS

The dual process of influence: Examining the hydraulic pattern hypothesis of media priming effects
Sung Woo Yoo, SUNY Cortland
Top Faculty Paper

Catalyzing events: Exploring the interaction of electoral campaigns and social movements
Laura Meadows, Indiana University Bloomington
2nd place Faculty Paper

Motivations for political discussion: Antecedents and consequences on civic participation
Homero Gil de Zúñiga, University of Vienna
Sebastian Valenzuela, University of Vienna
Brian Weeks, University of Vienna
3rd place Faculty Paper

The personal is political?: The relationship between passive and active non-political and political social media use
Rebecca Yu, University of Michigan
McCombs Shaw Award for Top Student Paper

Investigating social capital in the new media environment: SNS, internal efficacy and civic engagement
Zachary Vaughn, Indiana University
Student Honorable Mention

FROM THE RESEARCH CHAIRS
BY Jasun Carr

As PCIG passes the five-year mark, the quality and impact of work submitted to the Interest Group continues to grow. This year we received 89 high-quality submissions for the AEJMC Annual Conference in San Francisco and, based on ratings and comments from our very dedicated volunteer reviewers, accepted 43 of them. And, as we enter another U.S. presidential election cycle, we expect this number to continue to grow.

Our research sessions this year will highlight a number of established and rising scholars. Sung Woo Yoo, of SUNY Cortland, is the recipient of our Top Faculty Paper award for his work on “The dual process of influence: Examining the hydraulic pattern hypothesis of media priming effects.” Papers from Laura Meadows, Homero Gil de Zúñiga, Sebastian Valenzuela, and Brian Weeks also received honors. In addition, two graduate students - Rebecca Yu, University of Michigan (Top Student Paper) and Zachary Vaughn, Indiana University (Student Honorable Mention), will be recognized for their research. We are also truly excited to offer a timely panel on Race & Protest, as well as numerous Scholar-to-Scholar sections on insightful and thought-provoking topics related to political communication.

LYNDA LEE KAID BEST ARTICLE AWARD

To select the 2014 Lynda Lee Kaid Best Published Paper in Political Communication Award Winner, a volunteer committee (chair: Amy Becker, Loyola University Maryland; members: Erik Nisbet, Ohio State University, Tom Johnson, UT-Austin, Guy Golan, Syracuse University, Heather LaMarre, Temple University, and Bryan McLaughlin, Texas Tech University) reviewed all political communication articles published in 2014 across 15 journals. The top five finalists were reviewed by the full committee and both a winner and honorable mention were selected:

Winner: R. Kelly Garrett, Shira Dvir Gvirsman, Benjamin K. Johnson, Yariv Tsfati, Rachel Neo, and Ayensur Dal for their article “Implications of Pro- and Counterattitudinal Information Exposure for Affective Polarization,” Human Communication Research, 40(3), 309-332


The winning authors will be presented with a plaque and cash award at this year’s business meeting.
WEDNESDAY, AUGUST 5TH

1 pm to 5 pm

Communication Theory and Methodology Division and Political Communication Interest Group Workshop Session: **Computer-Aided Content Analysis**

Moderating/Presiding: Myiah Hutchens, Pennsylvania State
Panelists: Craig Carroll, New York University

THURSDAY, AUGUST 6TH

3:15 pm to 4:45 pm

Refereed Paper Research Session: **Race and Protest**
Moderating/Presiding: Shannon McGregor, Texas at Austin

- Attitudes Toward Illegal Immigration and Exposure to Public Service and Commercial Broadcasting in France, Norway, and the United States
  *Audun Beyer, Oslo and Joërg Matthes, Vienna*
- Except if He’s Black: How Race Conditions The Effect of Religious Cues on Candidate Evaluation
  *Bryan McLaughlin and Bailey Thompson, Texas Tech*
- Income Inequality and the Media: Perceptions, Evaluations, and the Role of the Government
  *Itay Gabay, Bowling Green State*
- Michael Brown as News Icon: Event-driven News and Its Impact on Protest Paradigm
  *Rachel Mourao, Danielle Kilgo, and George Sylvie, Texas at Austin*

Discussant: Rosie Jahng, Hope

FRIDAY, AUGUST 7TH

11:45 am to 1:15 pm

Communication Theory and Methodology Division and Political Communication Interest Group PF&R Panel Session: **Exploring Collaborative Opportunities for Accessing Data**
Moderating/Presiding: Melissa Gotlieb, Texas Tech and Heather LaMarre, Temple

Panelists:
- Esther Thorson, Missouri
- Dhavan Shah, Wisconsin-Madison
- Hector Postigo, Temple
- Erik Bucy, Texas Tech

1:30 pm to 3 pm

International Communication Division and Political Communication Interest Group PF&R Panel Session: **The Ethics of “Global Journalism” with Purpose**
Moderating/Presiding: Yusuf Kalyango Jr., Ohio

Panelists:
- Guy Golan, Syracuse
Heloiza Herscovitz, California State, Long Beach
Emily Metzgar, Indiana
Erik Nisbet, Ohio State

5 pm to 6:30 pm

Refereed Paper Research Session: The Best of PCIG
Moderating/Presiding: D. Jasun Carr, Idaho State

The Dual Process of Influence: Examining the Hydraulic Pattern Hypothesis of Media Priming Effects*
Sung Woo Yoo, SUNY Cortland

Catalyzing Events: Exploring the Interaction of Electoral Campaigns and Social Movements**
Laura Meadows, Indiana-Bloomington

Motivations for Political Discussion: Antecedents and Consequences on Civic Participation***
Homero Gil de Zúñiga, Sebastian Valenzuela and Brian Weeks, University of Vienna

The Personal is Political?: The Relationship Between Passive and Active Non-political and Political Social Media Use****
Rebecca Yu, Michigan

Discussant: Emily K. Vraga, George Mason

* Top Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
**** Top Student Paper

6:45 pm to 8:15 pm

Political Communication Interest Group
Business Session: Members’ Meeting
Moderating/Presiding: Lauren Feldman, Rutgers

SATURDAY, AUGUST 8TH

8:15 am to 9:45 am

Entertainment Studies and Political Communication Interest Groups and Public Relations Division
Scholar-to-Scholar Refereed Paper Research Session

Topic — News: The Source
Sharon Jarvis, Texas at Austin
31. Herbert Gans Revisited: Proposing a Network Analytic Approach to Source Use
Bethany Conway, Arizona
32. Image, Issues and Advocacy in White House E-Mail Newsletters
Joseph Graf, American
Charles Watkins and Jennifer Greer, Alabama
34. State Legislative Candidate Evaluation of Campaign News Quality
James Hertog and Matthew Pavelek, Kentucky
Discussant: Jennifer Hoewe, Alabama

**Topic — Entertainment & Political Speech**

35. Charismatic Rhetoric, Integrative Complexity and the U.S. Presidency: An Analysis of the State of the Union Address (SOTU) from George Washington to Barack Obama  
*Ben Wasike, Texas at Brownville*

36. Persuasive Political Docu-Dramas: Examining Motivation, Elaboration, and Counter-Argumentation in Strategic Political Narrative Processing  
*Heather LaMarre, Temple*

37. Television vs. YouTube: Political Advertising in the 2012 Presidential Elections  
*Porismita Borah, Washington State; Erika Fowler, Wesleyan and Travis Ridout, Washington State*

38. The Fictitious “Newsroom”: The Influence of Entertainment Media on Attitudes of News Trust  
*Jason Turcotte, California Poly Pomona*

39. #That’sFunny: Second-Screen Use During Comedy TV News Viewing as a Predictor of Online Political Activism  
*Rebecca Nee, San Diego State*

Discussant: Amy Becker, Loyola-Maryland

**Topic — Framing & Perceptual Biases**

40. Antecedents of Strategic Game Framing in Political News Coverage  
*Desiree Schmuck, Raffael Heiss and Joërg Matthes, University of Vienna*

41. How Journalists Experience the Hostile Media Effect  
*Mike Wagner, Wisconsin – Madison*

42. The 2014 Midterm Elections on Local Television: Frames, Sources and Valence  
*Daniela Dimitrova and Sisi Hu, Iowa State*

43. The Interaction Effect of Political Identity Salience and Culture on the Third-Person Perception of Polling News  
*Hyunjung Kim, Sungkyunkwan University*

Discussant: Jason Turcotte, California Poly Pomona

**Topic — Political Discussion, Conversation & More**

44. Communication and Democracy: Effects of Agreement and Disagreement on Democratic Ideals Through Information Processing Strategies  
*Myiah Hutchens, Chan Chen and Jay Hmielowski, Washington State and Michael Beam, Kent State*

45. Incivility or Sarcasm? Expanding the Concept of Attacks in Online Social Media  
*Ashley A. Anderson, Heidi E. Huntington and Kim Kandra, Colorado State*

46. Offline Talk, Online Talk, and News Reflection in Political Learning  
*Chang Sup Park, Bloomsburg of Pennsylvania*

47. Social Identities and the Illinois Pension Problem: Constructing a “Just-in-Time” Model of Belief Development  
*Aaron S. Veenstra, Benjamin Lyons, Cheeyoun Stephanie King, and Zachary Sapienza, Southern Illinois – Carbondale*

Discussant: Melissa R. Gotlieb, Texas Tech

**Topic — Self-Expression, Politics, and News**

48. From Consumer to Producer: Relating Orientations, Internet Use, and Lifestyle and Contentious...
Political Consumerism
*Melissa R. Gotlieb and Sadia Cheem, Texas Tech*
49. Issue Importance, Perceived Effects of Protest News and Political Participation
*Ran Wei, South Carolina; Ven-hwei Lo, Chinese U of Hong Kong and Hung-Yi Lu, National Chongchung University*
50. Online Media and the Social Identity Model of Collective Action: Examining the Roles of Online Alternative News and Social News Media
*Michael Chan, Chinese University of Hong Kong*
51. The Effect of Self-Expression on Political Opinion
*Saifuddin Ahmed, California, Davis; Heejo Keum, Sungkyunkwan University; Yeo Jeong Kim and Jaeho Cho, California, Davis*

Discussant: Seungahn Nah, Kentucky

**Topic — Political Polarization**
52. Partisan Conflict Framing Effects on Political Polarization
*Jiyoung Han and Marco Yzer, Minnesota*
53. Using Media to Prepare for Understanding or Persuading: Partisan Selective Exposure and Future Discussion Expectations
*Mingxiao Sui and Raymond J. Pingree, Louisiana State*
54. Partisan Provocation: The Role of Partisan News Use and Emotional Responses in Motivating Information Sharing
*Ariel Hasell, California, Santa Barbara and Brian Weeks, University of Vienna*
55. Dispelling the Myth of Ideological Polarization in News Consumption: A Network Analysis of Political News Websites
*Jacob Nelson and James Webster, Northwestern*

Discussant: Rod Carveth, Morgan State

**Topic — Varied Perspectives: International & More**
56. Overcoming Hard Times: Televised U.S. and Russian Presidential Rhetoric in Times of Crisis
*Tatsiana Karaliova, Missouri*
57. Media and Party Communication Effects on Intra-Campaign Vote Switching
*David Johnson and Katharina Klienen-von Königslöw, University of Zurich and Sylvia Kritzinger and Kathrin Thomas, University of Vienna*
58. Skip to the Comments: News Engagement, Discussion and Political Participation in Austria
*Ramona Vonbun and Trevor Diehl, University of Vienna*
59. Linking Agenda Networks between Media and Voters: An Investigation of Taiwan’s 2012 Presidential Election
*Denis Wu and Lei Guo, Boston*

Discussant: Erik Nisbet, Ohio State

12:15 pm to 1:30 pm

**Refereed Paper Research Session: Scholar-to-Scholar**

**Topic— Efficacy and Political Outcomes**
68. Antecedents of Internal Political Efficacy. Incidental News Exposure and the Role of Political
Discussion
Alberto Ardèvol-Abreu, Trevor Diehl and Homero Gil de Zúñiga, Vienna
69. Gender, Stereotypes, and Attitudes Toward Female Political Leaders: The Moderating Role of News Media Use
Heejo Keum, SungKyungKwan University; Jaeho Cho, California, Davis; Yeo Jeong Kim and Choi Eunyoung, SungKyungKwan University
70. How Political Talk and Political Efficacy Jointly Mediate the Impact of News Consumption on Political Participation
Chang Sup Park, Bloomsburg of Pennsylvania
71. Social Movement as Political Education: Communication Activities and Understanding of Civil Disobedience in the Umbrella Movement
Francis L. F. Lee, Chinese University of Hong Kong
72. Investigating Social Capital in the New Media Environment: SNS, Internal Efficacy and Civic Engagement
Zachary Vaughn, Indiana Discussant: Leticia Bode, Georgetown

SUNDAY. AUGUST 9TH

9:15 am to 10:45 am
Political Communication Interest Group and Communicating Science, Health, Environment and Risk Division
Teaching Panel Session: Innovative Methods for Student Engagement
Moderating/Presiding: D. Jasun Carr, Idaho State

Panelists:
Cindy Royal, Texas State
Katy Culver, Wisconsin- Madison
Scott Talan, American
Nikki Usher, George Washington

A WORD FROM OUR TEACHING CHAIR: BRYAN MCLAUGHLIN
PCIG will be co-hosting a teaching panel with CommSHER titled “Innovative Methods for Student Engagement.” The panel will provide a valuable discussion about how to connect with a student population that is increasingly conversant with new media technology and social media platforms. In some ways these trends pose a challenge for teachers, but at the same time, technological innovations provide new opportunities for encouraging student engagement. This panel will focus on highlighting new and innovative approaches to facilitating student engagement in the classroom with a particular emphasis on large lectures. Panelists will discuss alternative class models as well as approaches to integrating new technology into the classrooms. Topics will include discussion of a “flipped” classroom, where students learn content online (typically through video lectures), and class time is focused on interaction and applied work. Discussion will also cover other ways to successfully integrate social media and new software into the classroom. Panelists will discuss their own experiences with implementing these methods, including the benefits and challenges to the methods they have employed. The panel is scheduled for Sunday, August 9, 9:15-10:45 and will include Katy Culver (UW-Madison), Scott Talan (American University) and Nikki Usher (George Washington), Cindy Royal (Texas State University) with Jasun Carr as the moderator.
WHY PCIG? A NOTE FOR GRAD STUDENTS
BY Ben Lyons

While I’m a member of other divisions of AEJMC, PCIG feels like home. The Political Communication Interest Group hosts insightful research situated at the intersection of media, technology, and politics. Importantly, though, it matches its world-class research with a more intimate setting. As an interest group, PCIG can offer more opportunities for involvement and recognition, especially for graduate students.

PCIG gives students a chance to get to know experts in the field, receive rigorous feedback, and improve their projects. Submitting to the Interest Group means getting your work vetted on substantive and methodological grounds by top scholars. PCIG rewards student research with the McCombs Shaw Award for Best Student Paper in Political Communication, which carries a $100 prize, as well as Honorable Mention for the runner-up. Student papers are also considered for the top three overall papers in political communication.

PCIG helps young scholars get a feel for the current state of research. Attending our panels and poster sessions lets you see what both peers and senior scholars are working on, and maybe even find new approaches. This year in San Francisco, topics will include political influence of fiction; second screening and activism; state of the union rhetoric; gender stereotypes and attitudes; the role of partisan news in polarization, persuasion, and information sharing; network analysis of news sources; social capital; social movements; media priming; social identity and self expression’s roles in politics; and exploration of political discussion from all angles — among many others.

Best of all, it’s easy to get to know the Group and get active. At my first AEJMC last year in Montreal, I joined PCIG and became its graduate student liaison. I’m glad I was able to find a place that stimulates my research interests and is so welcoming to new members.
WHO’S WHO IN PCIG

HEAD
Lauren Feldman is an assistant professor in the School of Communication and Information at Rutgers University. Broadly, her research focuses on the effects of news and political media on political knowledge, attitudes, and behavior.

PF & R CHAIR
Heather LaMarre is an Assistant Professor in the School of Media and Communication at Temple University. Dr. LaMarre’s research generally focuses on the persuasive influence of policy and issue narratives on individual attitudes, public opinion, and policy related outcomes.

VICE HEAD & PROGRAM CHAIR
Emily Vraga is an Assistant Professor in the Department of Communication at George Mason University. Her research focuses on how individual predispositions and motivations influence the processing of media content in the evolving digital environments.

GRADUATE STUDENT LIASON
Ben Lyons is a PhD student at Southern Illinois University in the College of Mass Communication and Media Arts. His research examines the effects of digital media on political communication and public opinion, with a focus on contested beliefs and misinformation.

RESEARCH CHAIRS
Jason Carr is an Assistant Professor at Idaho State University, and earned his PhD in Mass Communication from the University of Wisconsin–Madison. His current research projects focus on the impact of the Third-Person Effect and the Influence of Presumed Influence on persuasion, consumer culture, and civic engagement; and the interaction of product placements, consumer culture, and peer groups.

Amy Bree Becker is an assistant professor in the Department of Communication at Loyola University Maryland in Baltimore, Maryland. Her research areas include public opinion and citizen participation on controversial political issues, the political effects of exposure and attention to hybrid media.

COMMUNICATION OFFICERS
Rachel Mourao is a PhD candidate at the University of Texas at Austin. Her research interests involve social movements, social media, political communication, and gender. She has a Master’s degree in Latin American Studies from the University of Florida (2012), with a concentration in International Communication.

Shannon McGregor is a third-year doctoral student and the 2014-2015 Jesse H. Jones Fellow for the School of Journalism. Her research interests center on political communication, digital media, gender, and public opinion. Her current research uses large corpuses of social media data to understand how political actors, the media, and the public navigate political events in these spaces.

TEACHING CHAIR
Bryan McLaughlin is an assistant professor of advertising in the College of Media and Communication at Texas Tech University. His research focuses on the interplay of social identity with strategic and interpersonal communication in political and health contexts.

MEMBERSHIP CHAIR
Pei Cindy Zheng is a PhD candidate at at the School of Journalism, The University of Texas at Austin. Her research interests lay in political communication and new media technology.

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NOTES FROM THE VICE HEAD

BY Emily Vraga

To kick things off, on Wednesday afternoon from 1-5 pm PCIG is co-hosting a pre-conference with the Communication Methodology and Theory (CT&M) on computer-aided content analysis. Craig Carroll, of New York University, will be leading a class on using DICTION to do content analysis of large datasets. We have a few slots remaining for the pre-conference: registration costs $55 for members and $30 for students. Sign up now if you are interested!

We also have a number of exciting sessions during the conference itself. On Thursday afternoon at 3:15 pm, we are hosting our featured research panel on “Race and Protest.” Our second research panel this year is the “Best of PCIG,” which will be held at 5:00 pm on Friday evening. Make sure that you stick around afterwards for our business meeting: we’ll be awarding the top paper awards for the conference, including the top three faculty paper awards, the McCombs and Shaw Top Student Paper award and the Runner-up, as well as the Lynda Lee Kaid Top Political Communication Article of the Year and an Honorable Mention in this category.

The PCIG is also participating in a number of scholar-to-scholar sessions to showcase our research. The first scholar-to-scholar session is Friday at 8:15 am, and includes papers on a range of topics, including entertainment and political speech, framing and perceptual biases, political discussion, self-expression, and polarization. We are also participating in a second scholar-to-scholar session at 1:30 pm on Friday, focused on efficacy and political outcomes which includes the paper that won an honorable mention in the student paper award category. Scholar-to-scholar sessions are always one of my favorite parts of the conference; please make sure to attend and have an opportunity to talk about this research with the authors.

But the conference is not just about research, and the PCIG is co-sponsoring several PF&R and Teaching Panels. We are co-sponsoring a PF&R panel with CT&M on Friday at 11:45 am, “Exploring Collaborative Opportunities for Accessing Data.” This panel addresses the ethical and practical considerations of partnering with industry and other institutions to collect and access high quality data for doing research, as well as the challenges offered by the funding environment. Our second PF&R panel, “The Ethics of Global Journalism with Purpose,” which is co-sponsored with the International Communication Division, is at 1:30 pm on Friday and focuses on the interaction between governments, strategic communication professionals, and journalists in covering international news and affairs. Finally, you can conclude the conference by attending our Teaching Panel on Sunday at 9:15 am, “Innovative Methods for Student Engagement,” which we co-sponsored with the Communicating Science, Health, Environment, and Risk (CommSHER) Division. This panel highlights new and innovative approaches to encouraging greater student engagement, with special emphasis on application to large lectures.

PCIG BUSINESS MEETING (DRAFT AGENDA): FRIDAY, AUG. 7 — 6:45 - 8:15 PM

OLD BUSINESS
1. Report from Vice Head (Emily Vraga)
2. Report from Research Chairs (Jasun Carr and Amy Becker)
   a. Award presentaions
3. Report from Teaching Chair (Bryan McLaughlin)
4. Report from PF&R Chair (Heather LaMarre)

NEW BUSINESS
1. New officer elections (election of Junior Research Chair, Teaching Chair, PF&R Chair, Membership Chair, Grad Student Liaison; Communication Officer(s))
2. Member vote on pursuing full division status
3. Expansion of PCIG syllabus exchange
4. Discussion of future goals