Dear PCIG Members,

It’s been a busy year for AEJMC PCIG! It really, truly has been a year of growth and forward momentum.

At last year’s conference, Bryan and I worked to make some programming changes that would allow us to present even more of your wonderful research. Early on, we decided to do just one PF&R and one Teaching session in 2018 (instead of 3 total combined) to make room for a high-density research panel. We are such a large interest group (the largest at AEJMC in fact) that we need to take advantage of opportunities that allow us to present even more of our members’ research at the annual conference.

To aid us in our effort to expand our conference programming, I am happy to report that we are well on the way towards gathering the signatures we need to petition to move from an interest group to a full division. At the same time, we could certainly use your help in gathering some more signatures. For AEJMC to consider our request, we need to capture the approval of more than 10% of AEJMC’s membership on this petition. If you haven’t signed the petition already, you can do so online here: https://goo.gl/forms/DSWWglifnrhD2Tnu2. We will also be circulating paper copies of the petition at the conference itself. Please encourage your friends and colleagues to sign online or in person at the conference.

I’m happy to say that our increased conference programming looks spectacular. We kick off the conference with a pre-conference on eye tracking software featuring Glenn Cummings, Associate Professor and Associate Dean for Research in the College of Media & Communication at Texas Tech. This Sunday afternoon workshop is co-sponsored with the CT&M division and supported by the Communication Methods and Measures journal. Join us for a fabulous hands-on workshop!

More than anything, I hope to see you at our best of paper panel on Tuesday, August 7th at 5:00pm. The top faculty conference papers (1st – 3rd place) as well as the top student paper will be presented. Directly following the top paper panel, we will have our annual business meeting where we can update you on our quest for division status (Tuesday, August 7th at 6:45pm). We will also give out our conference paper awards as well as the Lynda Lee Kaid Best Published Paper in Political Communication Award. We will also elect new officers for the 2018-2019 year, including our Junior Research Chair, PF&R and Teaching Chairs, Communication Chairs, and Graduate Student Liasion. We are always looking to involve new members in our leadership structure, so please think about getting more involved. Since Tuesday is a big night for Big Ten socials, we won’t be holding our own PCIG soiree this year, but we still plan on having some fun after the business meeting.

Throughout this newsletter, you’ll hear about our exciting PF&R and Teaching Panels we’ve planned for the 2018 conference as well as the rest of our conference research program. I’ve really enjoyed working with such a dynamic leadership team this year. Kudos to Aaron and Sherice for putting together a really strong research program.

While I’m sad my year as PCIG Head is coming to an end, I know Bryan will do a fabulous job next year. I’ll continue to do what I can to help PCIG push toward division status in my capacity as ex-officio.

I hope to see you all in DC for what promises to be a fabulous (if muggy) conference. Safe travels and see you soon!

Sincerely,
Amy B. Becker
Head, PCIG
2018 AWARDS

Zero Day Twitter: How Russian Propaganda Infiltrated the U.S. Hybrid Media System
Josephine Lukito, Jiyoun Suk, Yini Zhang, Larisa Doroshenko, Min-Hsin Su, Sang Jung Kim, Yiping Xia, and Chris Wells, Wisconsin-Madison

First place faculty paper

They’re Not “Just” Words: The Verbal Style of U.S. Presidential Debates
David Painter, Rollins College and Juliana Fernandes, Miami

Second place faculty paper

Contesting the “Bad Hombres” Narrative: How U.S. and Mexican Presidents Shape Migrants’ Media Image
Vanessa Bravo, Elon and Maria De Moya, DePaul

Third place faculty paper

Where Independents Are Getting News? Beyond Partisan Media and Polarization
Hyesun Choung, Ayellet Pelled, Yin Wu, Song Wang, and Josephine Lukito, Wisconsin-Madison

First place student paper

FROM THE RESEARCH CHAIRS
By Aaron S. Veenstra

In advance of this year’s conference, PCIG received many compelling submissions, covering a wide range of topics, theoretical areas, and political contexts.

PCIG received 93 total submissions, including 19 from student authors, and accepted 46 of them. Our best of PCIG session (Tuesday, August 7, 5:00-6:30) will feature the top entries from this terrific batch of papers, including our top overall paper, “Zero Day Twitter: How Russian Propaganda Infiltrated the U.S. Hybrid Media System,” by Josephine Lukito and a group of University of Wisconsin colleagues. Lukito et al.’s work has also been awarded third place in AEJMC’s inaugural Research Prize for Professional Relevance – one member of the judging panel praised it for “providing real-world solutions to combat efforts to manipulate and infiltrate the media landscape.”

Perhaps not coincidentally, misinformation was a frequent topic of interest for PCIG submitters this year. Our second regular research panel, “Misinformation Effects and Identification” (Wednesday, August 8, 3:30-5:00), will feature five papers dealing with misinformation in the media ecosystem, and how researchers can best understand it. We will also be holding our first high-density session this year (Wednesday, August 8, 8:15-9:45), with two groups of papers on the 2016 campaign, and media use and effects.

That’s not all – we also accepted excellent papers in a number of other areas, such as political social media, campaigns and debates, news and engagement, international politics, and others. You can find 22 of these papers in the scholar-to-scholar session on Monday, August 6, from 1:30-3:00, and another five on Wednesday, August 8, from 12:15-1:30.

Finally, we thank our hard-working reviewers for all the work they provide us at a busy time of year. This year we had 82 reviewers, and as PCIG continues to grow, we hope to see them all sign up and then some to review for the 2019 paper competition!

LYNDA LEE KAID BEST ARTICLE AWARD
The Lynda Lee Kaid award for outstanding published paper in political communication for 2017 goes to Jieun Shin and Kjerstin Thorson, for their article, “Partisan Selective Sharing: The Biased Diffusion of Fact-Checking Messages on Social Media,” published in the Journal of Communication. In their article, Shin and Thorson address the dissemination of fact-checking messages on social media and the factors that affect whether and how people share and comment on them. The authors use a large dataset of more than 298 million tweets during the 2012 presidential campaign, which provides a comprehensive picture of Twitter conversations at that time. They also devise a novel way to measure the partisanship of Twitter users, which is very valuable for new media researchers. The article has enormous appeal for practitioners in an age where media organizations are still working to develop methods to check the proliferation of misleading information. The members of the award committee commend the authors for their valuable contribution.
Monday, August 6, 1:30-3:00, Scholar-to-Scholar

Topic: Campaigns and Debates

   Nicholas Browning, Indiana

2. Debatable Sphere: Major Party Hegemony, Minor Party Marginalization in the UK Leaders’ Debate*
   Ceri Hughes, Wisconsin-Madison

3. Winning Through Words? A Computational Linguistic Study of Presidential Candidates’ Language Styles on Social Media in the Age of Populism
   Weiai (Wayne) Xu, Massachusetts
   and Jayeon (Janey) Lee, Lehigh

   Jason Peifer, Indiana
   and Kristen Landreville, Wyoming

Discussant: Esther Thorson, Michigan State

*Second place student paper

Topic: Issues in the News

5. Muslims’ Responses to Terrorism News: Perceived Journalistic Quality, Discrimination, and Attitudes toward the Majority Population
   Desiree Schmuck, Jörg Matthes, Christian von Sikorski, Mona Rahmanian, and Beril Bulat, University of Vienna

   Ashik Shafi, Wiley College

7. Banned: How Discriminatory Policy Heightens U.S. Muslims’ Identity Centrality and In-Group Preferences
   Annisa Meirita Rochadiat
   and Elizabeth Stoycheff, Wayne State

8. To Label or Not to Label? Hostile Perceptions of Fact-Checks and Their Sources in the United States
   Jianing Li, Jordan Foley, Omar Dumdum, and Michael Wagner, Wisconsin-Madison

9. The Will of the People? Effects of Subjective References to Public Opinion by Politicians
   Christina Peter, University of Vienna

Discussant: Raluca Cozma, Kansas State
Topic: Framing and Agenda Setting

10. Examining How Moral Emotions Mediate the Effects of Partisan Media Consumption on Pro-Immigration Policy Support
Rachel Neo, Hawaii, Manoa

11. A Knight in Sheep’s Clothing: Media Framing of the Alt-Right
Burton Speakman, Kennesaw State

Mehdi Semati and Bill Cassidy, Northern Illinois
and Mehrnaz Khanjani, Iowa

Tarasevich Sofiya, Liudmila Khalitova,
Osama Albishri, Spiro Kiousis,
and Barbara Myslik, Florida

14. Discursively Empowered and Distrustful: The Impact of the Taxpayer Framing on Political Trust
Volha Kananovich, Iowa
Discussant: Janis Page, George Washington

Topic: News and Engagement

15. Should the Media Be More or Less Powerful in Politics? Individual and Contextual Explanations for Politicians and Journalists
Sebastian Scherr, University of Leuven
and Philip Baugut, University of Munich (LMU)

16. Likeminded and Cross-Cutting Talk, Network Characteristics, and Political Participation Online- and Offline: A Panel Study
Jörg Matthes, University of Vienna
Franziska Marquart, University of Amsterdam
and Christian von Sikorski, University of Vienna

17. Please Mind the Platform Gap: How Online News Source Impacts Civic and Political Engagement
Nuri Kim, Andrew Duffy, Edson Tandoc, Rich Ling,
and Alice Huang, Nanyang Technological University Singapore

18. Partisanship and the Reaction to Sexual Harassment Allegations: An Experimental Examination of Political Image Repair
Jonathan Graffeo, Ethan Stokes,
Kenon Brown and Stephen Rush, Alabama

19. Lyin’ Ted,” “Crooked Hillary,” and the “Dishonest” Media: Trump’s Use of Twitter to Attack and Amplify his Press Coverage
Ayellet Pelled and Josephine Lukito, Wisconsin-Madison;
Junghwan Yang, Illinois at Urbana-Champaign;
Fred Boehm and Dhavan Shah, Wisconsin-Madison

Discussant: Katherine Haenschen, Virginia Tech
**Topic: International Contexts**

20. Chinese Players’ Participation in Online Games and its Influence on Online Social Capital & Political Participation
   Yue Wu, Chinese Academy of Social Sciences

21. “In Spite Of” and “Alongside”: Disillusion and Success in Advocacy Communication for the Roma
   Adina Schneeweis, Oakland University

   Chuanli Xia and Fei Shen, City University of Hong Kong

Discussant: Tim Macafee, Concordia

**TUESDAY, AUGUST 7, 5:00-6:30, RESEARCH PANEL**

**Topic: Best of the PCIG**

Moderating/Presiding: Aaron S. Veenstra, Southern Illinois Carbondale

Zero Day Twitter: How Russian Propaganda Infiltrated the U.S. Hybrid Media System*
   Josephine Lukito, Jiyoun Suk, Yini Zhang, Larisa Doroshenko, Min-Hsin Su, Sang Jung Kim, Yiping Xia, and Chris Wells, Wisconsin-Madison

They’re Not “Just” Words: The Verbal Style of U.S. Presidential Debates**
   David Painter, Rollins College and Juliana Fernandes, Miami

Contesting the “Bad Hombres” Narrative: How U.S. and Mexican Presidents Shape Migrants’ Media Image***
   Vanessa Bravo, Elon and Maria De Moya, DePaul

Where Independents Are Getting News? Beyond Partisan Media and Polarization****
   Hyesun Choung, Ayelet Pelled, Yin Wu, Song Wang, and Josephine Lukito, Wisconsin-Madison

Discussant: Bryan McLaughlin, Texas Tech

* First Place Faculty Paper
** Second Place Faculty Paper
*** Third Place Faculty Paper
**** First Place Student Paper

**WEDNESDAY, AUGUST 8, 8:15-9:45, HIGH DENSITY RESEARCH PANEL**

**Topic: Campaign 2016 Revisited/Media Use and Effects**

Moderating/Presiding: Thomas J. Johnson, Texas at Austin
News and Entertainment Preferences, Political Knowledge and Attentiveness in Campaign 2016
Matthew Thornton, Drake

Social Media for Political Campaigns: An Examination of Donald Trump’s Frame Building and its Effect on Audience Engagement
Abdulsamad Sahly, K. Hazel Kwon, and Chun Shao, Arizona State

“Nothing That I Did Was Wrong:” Image Repair and the Hillary Clinton Email Controversy*
Miles Sari, Washington State

Sisters Are Doin’ It For Themselves: Hillary Clinton’s 2016 Hybrid Media Campaign
Katherine Haenschen, Virginia Tech

Gender, Nonverbal Communication, and Televised Debates: Examining Clinton and Trump’s Nonverbal Language During the 2016 Town Hall Debate
Ben Wasike, Texas Rio Grande Valley

Discussant: Juliana Fernandes, Miami

*Third place student paper

Media Quality and Democracy: Claims and Reality—A Cross-Media Study
Maren Beaufort and Josef Seethaler, Austrian Academy of Sciences

Peers versus Pros: Confirmation Bias in Selective Exposure to User-Generated versus Mass Media Messages
Axel Westerwick and Daniel Sude, Ohio State; Melissa Robinson, Slippery Rock and Silvia Knobloch-Westerwick, Ohio State

Partisan Media, News Events, and Asymmetric Political Evaluations in the 2016 Election
Jiyoun Suk and Dhavan Shah, Wisconsin-Madison; Leticia Bode, Georgetown; Stephanie Edgerly, Northwestern; Kjerstin Thorson, Michigan State; Emily Vraga, George Mason; Chris Wells and Jon Pevehouse, Wisconsin-Madison

From Information Reception to Political Learning on Social Media: Advancing the Interaction Mediation Model
Dam Hee Kim, Brian Weeks, Daniel Lane, Lauren B Potts, and Nojin Kwak, Michigan

Young Adults, Passive and Active Forms of News Use on Social Media, and Political Engagement
Chang Sup Park and Masahiro Yamamoto, University at Albany, SUNY

Discussant: Rosie Jahng, Wayne State
WEDNESDAY, AUGUST 8, 12:15-1:30, SCHOLAR-TO-SCHOLAR

Topic: Social Media and Politics

Social Capital, Civic Engagement and Identity: Exploring a Model for Political Talk on Facebook
Toby Hopp, Patrick Ferrucci, and Chris Vargo, Colorado-Boulder

Speaking in a Woman’s Name: Gender Difference of Political Expressive Participation on Twitter
Lingshu Hu and Mike Kearney, Missouri

Campaign Strategies on Twitter in 2016 U.S. Presidential Election: Real-time Event, Negativity, and Online Engagement
Daud Isa, Georgia; Qin Li, Washington State; Meredith Wang and Porismita Borah, Washington State; and Itai Himelboim, Georgia

Identifying the Motivations of Political Donors using Social Media Data
Ross Dahlke, Wisconsin-Madison

How Informed Are Messaging App Users About Politics? A Linkage of Messaging App Use and Political Knowledge and Participation
Masahiro Yamamoto and Matthew Kushin, Shepard University and Dalisay Francis, affiliation

Discussant: Ashif Shafi, Wiley College

UPDATE FROM THE PCIG TEACHING CHAIR: MITCHELL T. BARD

Another year, another great PCIG co-sponsored teaching panel!

Our group helped bring two well-received panels to the AEJMC national convention in Chicago last August. We teamed up with the Minority and Communications Division for “Your Candidate is a Loser: Strategies for Leading Discussions of Race and Diversity in the Classroom,” an analysis of the pitfalls and opportunities of discussing race in the classroom in the age of Trump. The panel was a moving and inspiring experience for many of the attendees, as then PCIG chair Jasun Carr joined an all-star and diverse group of panelists in discussing their experiences in this area.

PCIG also joined with ComSHER for a similar but differently directed panel, “Teaching Controversy in the Classroom: Best Practices for Engaging Students about Politically Contentious Science, Environmental, Health, and Risk Issues.” PCIG’s current chair Amy Bree Becker joined professors who teach in health and environmental communications to discuss best practices for tackling climate change and other contentious issues.

The partnership with CommSHER worked so well our two groups are teaming up again for a panel at the 2018 AEJMC conference in Washington. On Tuesday, August 7, at 3:15, we are presenting a panel on using online tools to facilitate learning on topics that are politically contentious, such as climate change. I will moderate the panel, which will feature past PCIG chair Jasun Carr. Please come and support this and other PCIG-sponsored panels at AEJMC. As we make our push for division status, it would be helpful if we can show great attendance for our events.

I look forward to seeing everyone in Washington!
UPDATE FROM THE PF&R CHAIR: TIM MACAFE  

The interplay between many citizens, news media, and the White House has reached an unprecedented tenuous level. Some suggest the Trump Administration is largely to blame and others suggest journalists’ reporting has a negative effect. Regardless, news media’s role in informing people about current events including politics endures. Scholars have studied news media for decades, contributing to understanding how reporting affects those who consume this information. The newsworthiness of and relationship with the Trump Administration makes understanding how journalists report that much more important.

This year’s Political Communication Interest Group PF&R panel, co-sponsored with the Mass Communication and Society Division, is titled, “Reconciling a (new)s agenda: The relationships between reporting, research, and politics in the Trump era.” The panel considers the importance of journalism for political information and the challenge of reporting with the current presidential administration. The panel includes award-winning journalists with decades of experience in a variety of industry roles. I hope to see you there, 3:15-4:45 p.m., Monday August 6.

Scheduled panelists include:
Ellen Crooke, VP of News at TEGNA
Brendan Keefe, Chief Investigator at WXIA-TV Atlanta
Lance Ing, Photojournalist/Producer/Editor at WRC-TV DC
Bethany Swain, Lecturer at the University of Maryland Philip Merrill College of Journalism
Mike Walter, Principal General News Anchor at CGTN

WEDNESDAY, AUGUST 8, 3:30-5:00, RESEARCH PANEL

“Fake News Effect?” False Beliefs and Vote Choice in the 2016 Presidential Election
Erik Nisbet, Kelly Garrett, Paul Beck, and Richard Gunther, Ohio State

The (Non)Americans: Analyzing Russian Disinformation on Twitter
Deen Freelon, North Carolina at Chapel Hill;
Michael Bossetta, University of Copenhagen;
Chris Wells, Wisconsin-Madison;
Kirsten Adams, North Carolina at Chapel Hill;
Yiping Xia, Wisconsin-Madison;
and Josephine Lukito, Wisconsin-Madison

A Citizen-Based Profile of Fake News Dissemination on Facebook
Toby Hopp, Patrick Ferrucci,
and Chris Vargo, Colorado-Boulder

Correcting Misinformation at the Local Level? Potential for Local Media’s Fact-Checking on Local Issues
Jianing Li, Wisconsin-Madison

Unpacking Fake News: Understanding Partisan Consumption of Fake News During the 2016 US Presidential Election
Ken Rogerson
and Christopher Hill, Duke

Discussant: Emily K. Vraga, George Mason
WHO’S WHO IN PCIG

HEAD
Amy Bree Becker is an associate 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, especially political comedy and entertainment, new media and computational research methods, and science communication.

VICE HEAD & PROGRAM CHAIR
Bryan McLaughlin is an assistant professor of advertising in the College of Media & Communication at Texas Tech University. His research focuses on the interplay of social identity with strategic and interpersonal communication in political and health contexts. His current research explores the strategic use of social identity cues (i.e. partisan, religious, racial) by American politicians and the effect these cues have on political processes, such as voting behavior and political polarization.

RESEARCH CHAIRS
Aaron Veenstra is an associate professor in the School of Journalism and associate dean of the college of Mass Communication and Media Arts at Southern Illinois University Carbondale. His research focuses on in-group media and communication, particularly regarding partisan politics. Current studies examine the influence of political and non-political social identities on information seeking and processing, and cognitive outcomes thereof. This work introduces new ways of understanding the influence of niche media on beliefs, by analyzing the effects of those media as moderated by identity. He is the leader of SIU’s New Media Study Group.

Sherice Gearhart is an assistant professor of public relations in the College of Media & Communication at Texas Tech University. Her research areas include the role of new media in the public opinion public opinion process, political public relations, the application of the spiral of silence theory to mediated networks, and media framing.

PF & R CHAIR
Tim Macafee is an Assistant Professor at Concordia University Wisconsin. His research examines the interplay between information exchange on social media and political attitudes and participation.

TEACHING CHAIR
Mitchell Bard is an assistant professor at Iona College in New Rochelle, N.Y. He earned his PhD from the University of Wisconsin School of Journalism and Mass Communication. Mitchell’s research focuses on how the atomization of the 20th century American mass media system has affected news in the 21st century, especially on television, the Internet and social media. He has published two articles examining Fox News Channel’s prime time coverage of health care reform, as well as work on fake news and how Post-Millennials consume news.

MEMBERSHIP CHAIR/SECRETARY
Newly Paul is an assistant professor of journalism at Appalachian State University in Boone, North Carolina. Her research interests include political communication, race and gender in politics, and media coverage of elections. Her recent research examines the impact of newsroom diversity on media coverage of elections.

COMMUNICATION OFFICERS
Bethany Anne Conway-Silva is an assistant professor of political communication in the Communication Studies Department at California Polytechnic State University. Her research focuses on network influence in news construction, the role of new media in political campaigns, and incivility in politics.

Katherine Haenschen is an assistant professor in the Department of Communication at Virginia Tech University. Her research explores the impact of digital media on political participation, with a focus on conducting field experiments on Facebook.

GRADUATE STUDENT LIASON
Ceri Hughes is a PhD candidate in the School of Journalism and Mass Communication at the University of Wisconsin-Madison. His research focuses on two areas of political communication. He investigates how the mass media represent the minor political voice, particularly smaller or “core-issue” political parties. His other area of interest is the strategic use of religious language and imagery within political discourse.
NOTES FROM THE VICE HEAD

By Bryan McLaughlin,

From an academic perspective, it is a particularly exciting time for the field of political communication. As a broad array of issues and topics become increasingly politicized, there are so many pressing and complex questions worthy of exploration. From a normative and democratic perspective, however, many of these issues are quite concerning. PCIG’s program offerings for this year’s AEJMC conference reflect this context, tackling many interesting, but alarming issues—ranging from topics such as misinformation and fake news, discussing contentious scientific issues in the classroom, threats to the free press, lingering questions from the 2016 presidential election, and much more.

One of the more challenging situations for PCIG is figuring out how to accommodate so many strong papers and panel ideas. Our submission and membership numbers continue to rise, as do our opportunities to collaborate with other divisions and interests groups. Until we receive division status, however, we will continue to be restrained in our ability to feature everything worthy of presentation. Despite these limitations, we have managed to put together a fantastic program that covers a wide range of territory, largely due to the hard work of our research chairs (Aaron Veenstra and Sherice Gerhart), PF&R chair (Tim Macafee) and teaching chair (Mitchell Bard).

To start off, we are partnering with the CT&M to put together an excellent pre-conference workshop on eye-tracking (Sunday, 1:00-5:00). Our research panels cover many fascinating topics, including our panel on “Misinformation Effects and Identification” (Wednesday, 3:30-5:00), the Best of PCIG panel (Tuesday, 5:00-6:30), and our scholar-to-scholar sessions (Monday 1:30-3:00 and Wednesday 12:15-1:30). Additionally, I’m excited that this year we are able to offer a high-density session “Campaign 2016 Revisited/Media Use and Effects” (Wednesday, 8:15-9:45). The inclusion of a high-density session means that we will be able to highlight more research as presentations, rather than posters, than ever before. We also have a particularly exciting PF&R panel “Reconciling a (New)s Agenda: The Relationship Between Reporting, Research, and Politics in the Trump Era,” co-sponsored by MC&S (Monday, 3:15-4:45) and teaching panel, “Discussing Politically Contentious Scientific Issues in the Classroom,” co-sponsored with ComSHER. Finally, please join us for our members meeting right after our best of panel (Tuesday, August 7, 6:45PM – 8:15PM). Of particular note, we will discuss our progress toward achieving division status.

I want to end by thanking all of our officers that helped put together our program (Mitchell, Tim, Aaron, and Sherice). Thanks most of all to Amy Becker for her leadership this year. She has done a fantastic job of organizing everything, keeping us on track, and driving our efforts toward achieving division status.

I look forward to seeing everyone in D.C.!