

**29th Annual Research Symposium
College of Communication and Information
University of Tennessee**



**Passport to the Future:
International and Intercultural Research in
Communication and Information**

**University Center
February 16, 2007**

*Supported by the
College of Communication and Information, University of Tennessee*

10:05 - 12:00 p.m.

Poster Session

(Complete list of participants at the end of the program)

10:20 - 11:10 a.m.

International Panel of Journalists

Introduced and Moderated by Dr. Sam Swan

Changes in Media in Eastern Europe

Ana Blazavic, TV Reporter/Producer, Zagreb, Croatia

Private TV in Croatia

Monika Bradaric, TV Reporter, Good Morning Croatia, Croatian Television

Public TV in Croatia

Maja Bogoevska, TV Reporter, TV Tera, Bitola, Macedonia

Private TV in Macedonia

Valentina Pop, Newspaper Reporter, Bucharest, Romania

Freedom of the Press in Romania

11:15 - 11:50 am Contributed Paper Session 3 - Meeting Information Needs

Moderator: Dr. Margaret Morrison, School of Advertising and Public Relations

Addressing Socioeconomic Barriers to Women's Health Care: Can the Internet Help?

LaKesha Anderson

Term Instructor, George Mason University

Catherine K. Wright

Term Assistant Professor, George Mason University

Information Competency Across Campus.

Dr. Rodney K. Marshall

Eastern Illinois University

11:55 - 12:40 p.m.

Contributed Paper Session 4 - Influence

Moderator: Dr. Michael Palenchar, School of Advertising and Public Relations

How Parish Nurses Influence Congregational Communities: An Exploratory Pilot Study.

Cheryl Ann Lambert

Ph.D. Student, University of Tennessee

How do Corporate Campaigns Influence Consumer's Relationship with a Company?

Sora Kim

Ph.D. Student, University of Tennessee

Do You See What I See? A Pre- and Post-Study to Determine How Training Influences People's Perceptions about the Public Relations Field.

Jeremy Hughes

M.S. Student, University of Tennessee

Dr. Lisa Fall
Associate Professor, University of Tennessee

12:45 - 2:15 p.m. Lunch and Keynote Speaker University Center - Ballroom

Introduction of Speaker Dean Michael Wirth

Dr. Ronald E. Rice

Arthur N. Rupe Chair in the Social Effects of Mass Communication
Co-Director, Carsey-Wolf Center for Film, Television and New Media
President of the International Communication Association
University of California- Santa Barbara

“What I Did for My Summer Vacation: Notes on International Scientific Communication”

2:20 - 3:05 p.m. Contributed Paper Session 5 - Generations

Moderator: Dr. Kimberly Black, School of Information Sciences

Human Resources and the Future of Communication in the Workplace: A Cross-Generational Perspective.

Eva Lynn Cowell
Ph.D. Student, University of Tennessee
Dr. Virginia Kupritz
Associate Professor, University of Tennessee

Millennials: Developing a New Generation of Learners.

Jill Moreland
M.S. Student, University of Tennessee
Megan Venable Smith
University of Tennessee

“Y” Did You Buy That? A Study on What Influences Generation Y’s Buying Decisions and How They Influence Others.

Jeremy Hughes
M.S. Student, University of Tennessee
Scott Black
M.S. Student, University of Tennessee

3:10 - 3:55 p.m. Contributed Paper Session 6 - Legal Issues

Moderator: Dr. Carol Tenopir, School of Information Sciences

Will the Internet Fracture? ICANN and the Future of the Political Economy of the Net.

Vedana Vaidhyanathan
MLIS Student, University of North Carolina

How Much Protection Should a Celebrity Defendant Receive in Criminal Trials?

Jodi Rightler

M.S. Student, University of Tennessee

SLAPP Suits and First Amendment Rights.

Amanda Womac

M.S. Student, University of Tennessee

4:00 - 4:15 p.m.

Closing and Presentation of Awards

Poster Session Participants

News Coverage of the Candidates in the 2006 Senate Race in Tennessee.

Ed Bailey

M.S. Student, University of Tennessee

Issue Framing and Voter Decision-making: Campaigns, Media, and the Electorate in the 2006 Senatorial Election in Tennessee.

Scott Black

M.S. Student, University of Tennessee

An Inspection of Tool: Take Chinese Romanization System as an Example.

Si-Chi Chin

University of Iowa

Analysis of Potential Partisan and Structural Bias by the Media in Tennessee's 2006 U.S. Senate Election Coverage.

Stanley Dunlap

M.S. Student, University of Tennessee

Print and Electronic Source Selection by Distance Education Graduate Students in Completing a Research Paper.

Sheri Edwards

Ph.D. Student, University of Tennessee

Affluenza and Spanish Television Viewers.

Dr. Mark Harmon

Associate Professor, University of Tennessee

Dr. Nuria Cruz-Camara

Associate Professor, University of Tennessee

I Approved This Strategy: A Qualitative Analysis of TV Advertising for Bob Corker and Harold Ford Jr. during the 2006 U.S. Senate Campaign in Tennessee.

Glenn Hubbard

Ph.D. Student, University of Tennessee

What Strategies are Used in Direct-to-Consumer Prescription Drug Advertising? An Analysis Applying Taylor's Six-segment Strategy Wheel.

Cheryl Ann Lambert

Ph.D. Student, University of Tennessee

Broadcasting Regulations and Policies for Increasing Diversity: A Comparative Study of the US

and Taiwan.

Shu-Yueh Lee
Ph.D. Student, University of Tennessee

Poster Session Participants (cont.)

An Analysis of News Source use in Media Coverage of the 2006 Senate Race in Tennessee.

Felicia McGhee-Hilt
Ph.D. Student, University of Tennessee

Local News Coverage of 2006 Tennessee Senate Election.

Yeonah Park
M.S. Student, University of Tennessee

Library Anxiety and User Perceptions of Librarians.

Allison Sharp
Ph.D. Student, University of Tennessee
Stephen Bales
Ph.D. Student, University of Tennessee

Seeing double: The Sago Mine tragedy crisis miscommunication examined.

Steve Smith
Ph.D. Student, University of Tennessee

...and I Approve This Message: An Analysis of Frames Used in 30-second Televised Political Commercials during the Tennessee 2006 Senatorial Race.

Antoaneta Vanc
Ph.D. Student, University of Tennessee

Research use of the Internet Information and Communication Technologies by Faculty: An Interdisciplinary and Cross Cultural Comparison.

Dr. Peiling Wang
Associate Professor, University of Tennessee
Lei Wu
Ph.D. Student, University of Tennessee

A Study of Information-Seeking Behavior of International Students for Career Decision-Making at the University of Tennessee, Knoxville.

Liuyan Yang
Ph.D. Student, University of Tennessee

Symposium Committee

Ms. Mary Bartolini, Center for Information Studies
Dr. Kimberly Black, School of Information Sciences
Dr. Ed Caudill, School of Journalism and Electronic Media
Dr. Mark Harmon, School of Journalism and Electronic Media
Ms. Diana King, Administrative Services Assistant
Dr. Kenneth J. Levine, School of Communication Studies
Dr. Margaret Morrison, School of Advertising and Public Relations
Dr. Lorraine Normore, School of Information Sciences

Dr. Michael Palenchar, School of Advertising and Public Relations
Dr. Carol Tenopir, School of Information Sciences
Dr. Michelle Violanti, School of Communication Studies