34th Annual Research Symposium
College of Communication and Information
University of Tennessee

“Leaping Forward in Communication and Information Research”

College of Communication and Information Auditorium
February 29, 2012

Supported by the
College of Communication and Information, University of Tennessee
LEAPING FORWARD IN COMMUNICATION
AND INFORMATION RESEARCH
February 29, 2012

8:15 - 8:30 a.m.  Registration  CCI 3rd Floor Lobby

8:30 - 9:20 a.m.  Contributed Paper Session 1:  CCI Auditorium (Room 321)
Advertising Regulations and Research
Moderator:  Dr. Roxanne Hovland
School of Advertising and Public Relations

An Examination of the European Advertising Standards Alliance: The Relationship Between Uncertainty Avoidance and Children’s Online Advertising Regulation Code
Nathan Evans
Ph.D. Student, University of Tennessee

The Effects of Statistical Information in Pharmaceutical Product Advertising: The Moderating Role of Message Framing on Attitude toward the Advertisement and Perceived Importance of an Illness
Ilwoo Ju
Ph.D. Student, University of Tennessee

Does DTCA Influence Young Adults’ Perceived Importance of Sleep Disorders? Two-Sided Message-Order Effects: The Moderating Role of DTCA Skepticism
Ilwoo Ju
Ph.D. Student, University of Tennessee

9:30 - 10:20 a.m.  Contributed Paper Session 2:  CCI Auditorium
Personal and Interpersonal Communication
Moderator: Dr. Ken Levine, School of Communication Studies

Motherhood as salvation: The experience of young Appalachian mothers
Betsy Dortch Dalton
Ph.D. Student, University of Tennessee

Law Enforcement Communication, Verbal Judo & Visual Ethnography
Lorna Keathley
M.S. Student, University of Tennessee
Dr. Virginia Kupritz
Associate Professor, University of Tennessee
Dr. John Haas
Associate Professor, University of Tennessee
Developing a Definition of Nonverbal Slang

Timothy E. Martin, Jr.
M.A. Student, University of Alabama

10:30 a.m. – 11:30 a.m. Coffee Break/Poster Session CCI Lobby
(Poster presenters will be with their posters during this time, and poster judges will visit each poster and discuss them with the presenters. A complete list of posters and presenters is provided at the end of the program)

Poster Judges: Dr. Courtney Childers, School of Advertising and Public Relations, Ms. Rebecca Anderson, Ph.D. student, and Dr. Dania Bilal, School of Information Sciences

11:30 - 12:20 p.m. Contributed Paper Session 3: CCI Auditorium
Issues in News Media
Moderator: Stephanie Kelly

The Implementation of the Liberal Model of Journalism in Croatia: Exploring the Influence of Cultural Values and the Level of Democracy

Iveta Imre
Ph.D. Student, University of Tennessee
Dr. Candace White
Associate Professor, University of Tennessee

Propinquity and News Coverage: The U.S. As Seen in Latin America

Charles F. Primm
M.S. Student, University of Tennessee

Horatio Alger is Dying: Has TV News Noticed?

Dr. Mark Harmon
Professor, University of Tennessee

12:30 – 2:00 p.m. Lunch and Keynote Speakers 402 Communications Bldg.
Scripps Convergence Lab
Introduction of Speakers Dean Michael Wirth and Dr. Michael Palenchar

Leaping forward in Crisis Communication Research: Connecting with Audiences in a Rapidly Evolving Information Environment

Dr. Deanna Sellnow
University of Kentucky

Dr. Brandi Frisby
University of Kentucky
2:15 – 3:30 p.m. Contributed Paper Session 4: CCI Auditorium
Social Media and Free Speech
Moderator: Dr. Mark Harmon

Stages of the Diabetes ‘Roller Coaster’: A Textual Analysis of Tudiabetes.org®
Jodi Lynn Rightler-McDaniels
Ph.D. Student, University of Tennessee
Lisa Metzer
Former Ph.D. Student, University of Tennessee

TV Journalists and Social Media Use, Adaptation to New Media
Denae D’Arcy
Ph.D. Student, University of Tennessee

Relationship Between Usage and Age: How LGBT Individuals Use Online Social Networking Applications for Personal Relationships
Richard Curry
Ph.D. Student, University of Tennessee

Hate Speech versus Free Speech on College Campuses: Exploring the Viability of a Constitutional and Sustainable Campus Speech Code
Michelle Epstein Garland
Ph.D. Student, University of Tennessee

3:30 p.m. Closing and Presentation of Awards CCI Auditorium
Dr. Carol Tenopir, Director, Center for Information and Communication Studies

Poster Session Participants

Data Curation Education in Research Centers
Chris Eaker
M.S. Student, University of Tennessee
Erica Johns
M.S. Student, University of Tennessee
Kayla Siddell
M.S. Student, University of Tennessee

The information behavior of hospice volunteer coordinators
Sheri Edwards
Ph.D. Student, University of Tennessee

Factors Affect University Students’ Information Literacy Competency
Rebecca Davis
Ph.D. Student, University of Tennessee
Framing #crisis perceptions through user-generated content: An exploratory case study examining the crisis message frames in the Mexican blogger Marcia Macias crisis

Ioana Coman
Ph.D. Student, University of Tennessee
Justin West,
M.S., University of Tennessee
Dr. Karen Freberg
Assistant Professor, University of Louisville


Dr. Miriam L.E. Steiner Davis
Post-Doctoral Research Associate, University of Tennessee
Dr. Carol Tenopir
Professor, University of Tennessee

Media and gender: How has the story of Chaz Bono impacted media’s portrayal of transgender people?

Scott A. Eldredge
Ph.D. Student, University of Tennessee
Iveta Imre
Ph.D. Student, University of Tennessee

Challenges to Sharing Data Among Environmental Scientists and Data Managers in the Southeastern United States

Mary Beth Ross West
M.S., University of Tennessee
Dr. Miriam L.E. Steiner Davis
Post-Doctoral Research Associate, University of Tennessee

Citizen Participation in the Biological Sciences: A Literature Review of Citizen Science

Todd Suomela
Ph.D. Student, University of Tennessee
Erica Johns
M.S. Student, University of Tennessee

Cultural Heritage Informatics Leadership (CHIL)

Md Hassan Zamir
Ph.D. Student, University of South Carolina

The Effects of Message Quantification of DTC Advertising

Ilwoo Ju
Ph.D. Student, University of Tennessee
What Does It Take Them Just to Get the Job? An Analysis of Employability Skills of Today’s LIS Graduates: Implications for LIS Curricula

Liya Deng
Ph.D. Student, University of South Carolina

Andy Thomas
Undergraduate Advisor, University of South Carolina

Stan Trembach
Ph.D. Student, University of South Carolina

Exploring the Effectiveness of Online Instructional Technology in Higher Education: Professors’ Perspective

George Shaw, Jr.
Ph.D. Student, University of South Carolina

Scholarly Reading and the Value of Library Resources: An Academic Survey of Six U.K. Universities

Rachel Volentine
M.S., University of Tennessee

Dr. Carol Tenopir
Professor, University of Tennessee

Symposium Committee

Ms. Rebecca Anderson, School of Information Sciences
Dr. Dania Bilal, School of Information Sciences
Dr. Courtney Childers, School of Advertising and Public Relations
Ms. Diana Hall, Administrative Services Assistant
Dr. Mark Harmon, School of Journalism and Electronic Media
Dr. Roxanne Hovland, School of Advertising and Public Relations
Ms. Stephanie Kelly, School of Communication Studies
Dr. Kenneth J. Levine, School of Communication Studies
Ms. Bobbie Suttles, Center for Information and Communication Studies
Dr. Carol Tenopir, School of Information Sciences and Director, Center for Information and Communication Studies