36th Annual Research Symposium
College of Communication and Information
University of Tennessee

“Communication and Information Research in a Global Environment”

College of Communication and Information
February 26, 2014

Supported by the
College of Communication and Information, University of Tennessee
“Communication and Information Research in a Global Environment”
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8:30-9:00 a.m.                         Registration                           CCI 3rd Floor Lobby
Continental Breakfast

9:00 – 9:55 a.m.                         Poster Session

Poster presenters will be with their posters during this time to discuss the posters with judges and with symposium attendees. A complete list of posters and presenters is provided at the end of the program.

Poster Judges: Dr. Rachel Fleming-May, School of Information Sciences, Dr. Suzie Allard, School of Information Sciences, and Dr. Jonathan Pettigrew, School of Communication Studies

10:00 – 10:55 p.m.                    Contributed Paper Session 1          Patrick Auditorium (321 Comm. Bldg.)
Moderator: Dr. Candace White

Celebrity Endorsement in Military Advertising. Sejin Park
Ph.D. Student, University of Tennessee

Effects of U.S. Media on the Adjustment of International Students at U.S. Universities. Whitney Porter
Ph.D. Student, University of Tennessee

Correlates of Belief in Horatio Alger Mythology. Dr. Mark Harmon
Professor, University of Tennessee

11:00-11:55 a.m.                      Keynote Address                       Patrick Auditorium (Room 321)
Introduction of Speaker: Dean Michael Wirth

Mao in India: Comparing Representations in India’s Thriving Regional, Hindi and English Language Dailies

Speaker: Dr. Bella Mody
James de Castro Chair and Professor in Global Media Studies
School of Journalism and Mass Communication
University of Colorado, Boulder
12:00 – 1:15 p.m. Lunch with Pecha-Kucha 402 Communications Bldg. Scripps Convergence Lab

Presenters: Dr. Michael Palenchar, School of Advertising and Public Relations, Dr. Peiling Wang, School of Information Sciences, Dr. Barb Kaye, School of Journalism and Electronic Media, and Dr. Suzie Allard, School of Information Sciences

1:30-2:25 p.m. Panel – Communicating with Funding Sources

Panelists: Dr. Greg Reed, Office of Research and Engagement, Dr. Elizabeth Avery, School of Advertising and Public Relations, Dr. Nicholas Geidner, School of Journalism and Electronic Media, and Dr. Jonathan Pettigrew, School of Communication Studies

2:30-3:25 p.m. Contributed Paper Session 2: Patrick Auditorium

Moderator: Dr. Mark Harmon

Reliability Cases: Coded Behaviors for Disney Princesses and Princes.
Kendal Livick
M.A. Student, Virginia Tech
Raven Griffin
M.A. Student, Virginia Tech

Expectancy Violations within Parasocial Relationships.
Sarah Harvey
Undergraduate, University of Tennessee

Perfect Mothers: How Mothers are Represented in Images in Food Advertising.
Jinhee Lee
Ph.D. Student, University of Tennessee

3:30- 4:25 p.m. Contributed Paper Session 3: Patrick Auditorium

Moderator: Dr. Awa Zhu

Fearing Yourself Genetic Privacy and Discrimination in an Age of Human Genome Revelation.
Chris Samoray
M.S. Student, University of Tennessee

Microfinance: Key Concepts, Challenges, Innovative Solutions, and Opportunities for Communication and Information Researchers.
Dr. Devendra Potnis
Assistant Professor, University of Tennessee
Closing and Presentation of Awards
Patrick Auditorium
Dr. Carol Tenopir, Director
Center for Information and Communication Studies

Poster Presenters

The Construction of Cultural Identity in the Vietnamese Film Củ Chi.
Lindsey Bier
Ph.D. Student, University of Tennessee

Exploring Communication Accommodation Theory as a Contributor to Source Credibility in Health Messages within the Black Community.
Stephan Spates
Ph.D. Student, University of Tennessee

Scholars’ Blogs in Limbo: Characteristics of Inactive, by Publicly Available Blogs.
Dr. Carolyn Hank
Assistant Professor, University of Tennessee
Sarah Holmes
M.S. Student, University of Tennessee
Michelle Schabowski
M.S. Student, University of Tennessee

A Biome Approach to Finding Information via Land-Grant Universities.
Inga Haugen
M.S. Student, University of Tennessee

Eye-Tracking Capabilities of the User-Experience Lab.
Rachel Volentine
Research Coordinator, University of Tennessee
Amber Owens
M.S. Student, University of Tennessee
Chad Mitchell
M.S. Student, University of Tennessee
Tanner Jessel
M.S. Student, University of Tennessee

Life is Not Supposed to be Pain-Free: Nurse-Patient Communication, Health Literacy, and the Abnormalization of Pain.
Betsy Dalton
Ph.D. Student, University of Tennessee
Scott Eldredge
Ph.D. Student, University of Tennessee
Dr. Laura Miller
Assistant Professor, University of Tennessee
Poster Presenters (cont.)


LaVerne Gray
Ph.D. Student, University of Tennessee

Scientific Communication for Information Professionals.

Elizabeth Frakes
M.S. Student, University of Tennessee
Chelsea Williamson-Barnwell
M.S. Student, University of Tennessee


Tanner Jessel
M.S. Student, University of Tennessee
Ben Birch
Ph.D. Student, University of Tennessee

Mothers’ Understanding of Ads in Parenting Magazines: How do Mothers’ Make Sense of Ads in these Magazines?

Meenakshi Trichur Venkitasubramanian
Ph.D. Student, University of Tennessee

Symposium Committee
Dr. Suzie Allard, School of Information Sciences
Dr. Rachel Fleming-May, School of Information Sciences
Ms. Diana Hall, Administrative Services Assistant
Dr. Mark Harmon, School of Journalism and Electronic Media
Dr. Jonathan Pettigrew, School of Communication Studies
Ms. Bobbie Suttles, Center for Information and Communication Studies
Dr. Carol Tenopir, Director, Center for Information and Communication Studies
Dr. Candace White, School of Advertising and Public Relations
Dr. Awa Zhu, School of Information Sciences