

UF
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FLORIDA

2017

IDEA EXCHANGE

**RESEARCH
SYMPOSIUM**

MARCH 1, 2017



Dear Faculty, Staff, and Students,

I'm pleased to announce a special and historical event in our College - the 2017 College of Journalism and Communications Research Symposium and Idea Exchange. It is a place and time for us to showcase and share our research. The diversity of topics, approaches and ideas reinforce how rewarding it is to be part of a college that embraces so many avenues and topics of discovery.

UF's mission is to become a preeminent institution. Our scholars demonstrate that we will play an important role in the University's future and continue leading in our academic disciplines.

Congratulations to all the presenters and best paper award winners!

I'd like to thank Dean Diane McFarlin and Executive Associate Dean Spiro Kiouis for their encouragement and support of the symposium. This Symposium would not have been possible without the tremendous efforts of Yulia Strekalova - scholar, grants director, outstanding doctoral student newly appointed Research Assistant Professor and colleague. And, last by not least, a special thanks to all of the hard-working reviewers and the attendees of this inaugural event.



Debbie Treise

Senior Associate Dean | Division of Graduate Studies
Research Professor | Department of Advertising

CATAGORIES

Top Faculty- Student Paper



Advertising and Public Relations



Communicating Science, Health, Environment and Risk



Mass Communication & Society



Media Effects



Technology-Mediated Communications





TOP

FACULTY-STUDENT

PAPERS

Top Student Paper

Leaving the ivory tower: How aspects of scientific identity contribute to scientists' decisions to participate in science outreach

AUTHOR

Vaughan James

ABSTRACT

Science is considered one of the most trusted and esteemed institutions in the United States, and it enjoys broad public support. Even with that being the case, however, there is a widening gap between the viewpoints of the public and scientists on many important issues, including climate change, genetically modified foods, and human evolution. Furthermore, there is evidence suggesting that the positive estimations of science in the eyes of the public are starting to slip. This suggests that there is a great need for scientists to engage with the public through outreach efforts, in order to maintain societal support and to stop the spread of misinformation. Despite a body of literature that has focused on the attitudes scientists hold toward the public and toward outreach, the factors that influence scientists' decisions to actually participate in outreach are still poorly understood. A conceptual model based on the Communication Theory of Identity is offered to advance the understanding of the ways in which scientific identity could influence participation in outreach. The model proposes that the concepts of scientific identity and outreach are connected to one another through the mediator of social distance and other identity-based moderators. The model offers propositions for future research and serves as a springboard for future identity studies within the science outreach context.

Keywords: Identity, Science communication, Communication Theory of Identity

Top Faculty-Student

Antecedents of native advertising avoidance on social networking sites and the role of consumer skepticism

AUTHOR

Vaughan James

ABSTRACT

As a result of constant efforts to improve consumers' online advertising experiences, native advertising has started to gain popularity on social networking sites (SNSs). This survey study examined antecedents of avoidance of native advertising on SNSs and the moderating role of consumer skepticism toward native advertising. Our finding suggests that perceived information and entertainment advertising value and perceived intrusiveness as major antecedents of consumer advertising avoidance. Additionally, the number of brands that consumers are following on SNSs and negative electronic word-of-mouth communication among peers on SNSs were found to be factors affecting native advertising avoidance. Finally, consumer skepticism toward native advertising was found to be an important moderator in the mechanism of advertising avoidance on SNSs.

Keywords: native advertising; advertising avoidance; social networking sites



ADVERTISING &

PUBLIC RELATIONS

Wonderland in winter and little Europe in summer: A case study on how Harbin promotes its international image

AUTHORS

Sining Kong & Dr. Huan Chen

ABSTRACT

This paper used mixed methods, with in-depth interviews among Harbin's policymakers, secondary government documents, and a survey among Harbin's foreign residents, to examine how Harbin promotes its international image. After examining Harbin's policymakers' international policymaking processes and foreign residents' evaluations of the city, we proposed a model to show Harbin's international image-building efforts. The model consists of public diplomacy, soft power, city branding strategies, and relationship building with Harbin's residents, investors, and foreign visitors. From the theoretical aspect, this paper not only expands public relations research by applying it to a city's international image promotion, but also enriches current city branding literature by advancing a model in international image promotion. From the practical aspect, cities that are similar to Harbin can refer to this model to enhance their international image, and draw lessons from Harbin's international image promotion process.

Keywords: public diplomacy, public relations, city branding

Close the gates and guard the walls: The United Kingdom and United States as leaders of international disengagement

AUTHORS

Phillip Arceneaux

ABSTRACT

2016 saw two historic and monumental shifts in political power as prompted by public opinion, that of the United Kingdom's decision to leave the European Union and the United States' election of Donald J. Trump. Both events saw people democratically voting for policies that would lead each country toward a reduction of international involvement, both at home and abroad. The 2016 U.K. referendum and the U.S. election both saw unprecedented group expressions of opinion through digital media, alongside similarly unprecedented expressions of racism and xenophobia. This paper offered a sociological interpretation of how electronic tribalism, through corresponding acts of dehumanization, impacted policies of international disengagement through public opinion and the democratic voting process.

Keywords: Electronic Tribalism; Moral Disengagement Theory; Media Sociology

Turning a negative into a positive: How public disapproval of an upper management ethical miscue can lead to articulated dissent

AUTHORS

Patrick Thelen

ABSTRACT

While facing a crisis generated by an upper management ethical miscue, organizations will very often focus most of their energy on external audiences. Given that much of the effective support needed by organizations can come from employees, internal communication is a key factor while trying to manage a crisis. Effectively communicating and listening to employees is of utmost importance. Organizations should not only focus on keeping their workers informed about the development of events. They should also make sure they are addressing their employees' concerns. When employees express articulated dissent, they are providing valuable feedback to the organization that can help them address the crisis in a more effective manner. This paper focuses on describing the factors that enable organizations to receive articulated dissent from their employees once an ethical miscue from high ranked executives have been scrutinized by external audiences. This study provides a practical contribution to organizational communication and internal crisis communication by creating a model that stipulates what organizations can do before a crisis occurs to create an environment that encourages articulated dissent from their employees. Several concepts were identified that strengthened and weakened this connection. Low power distance was constructed as the mediator between the public's response and articulated dissent. The paper also suggests propositions for further research.

Keywords: Articulated dissent, ethical miscue, internal communication

I heard it through the grapevine: Understanding the implicit organizational aspects of employee-driven communication

AUTHORS

Katy Robinson

ABSTRACT

The focus of this study was to explore the implicit organizational aspects that add to the power of the internal communication phenomenon known as the grapevine. Through the theoretical lens of uncertainty reduction, this study addressed human interactions as an effort in information-seeking, prediction, and its namesake, uncertainty reduction. Through the presentation of a model, with six latent organizational moderators, this study considered an independent variable of structural communication limitations mediated through external locus of control with a dependent variable of employee-driven communication, also known as the grapevine. This study suggests low organizational tolerance for dissent and perceived information deficit are more likely to lead to external locus of control when structural limitations are present, whereas high organizational efficacy suggests a lower likelihood for external locus of control in the presence of structural communication limitations. Further, this study indicates heavily stratified organizational structure and high power distance are more likely to lead an external locus of control organization to employee-driven communication, whereas transformational leadership style will be less likely to indicate the same association. The conceptual indications of this study are highlighted through the confines of both uncertainty reduction theory and locus of control theory. While the indications of this study were established prior to data collection, implications for further study are more expansive.



COMMUNICATING SCIENCE

HEALTH

ENVIRONMENT &

RISK

Print to podium: How uncertainty clouded newspapers' coverage of the risks of the Zika virus at the Olympic Games

AUTHORS

Amanda Kastrinos, Rachel Damiani & Dorothy Hagmajer

ABSTRACT

The 2016 Zika virus outbreak in Rio de Janeiro, Brazil was one of many factors that created serious complications for the Summer Olympic Games. In order to understand how the media framed the Zika virus before and after the Games in Rio de Janeiro, Brazil, and to identify prominent frames present in the reporting of information, authors conducted a content analysis of 177 articles from four major national news sources that addressed the intersection between the Zika virus and the Olympic Games. Four main frames were identified: uncertainty, Olympic setting, public health information, and athlete's perspective. Results indicate that the coverage of this event was frequently inconsistent, with media outlets citing conflicting reports concerning the actual risk of the virus from a variety of public health organizations, athletes, Olympic officials, Brazilian and American authorities, and infectious disease experts. The reporting of opposing information, which was almost equal parts risk emphasizing and risk downplaying, painted a confusing and uncertain picture of the dangers of Zika. Consequently, the variety of ways in which public health information was interpreted and communicated by journalists may provide another layer to uncertainty literature. Additionally, findings of this study add to the understanding of how uncertainty can be presented, as the topic of the Zika virus was introduced by journalists through a confluence of contradictory information.

Keywords: Zika, Framing, uncertainty

Acceptability of using eHealth technologies for smoking cessation: Perspectives of patients living with COPD

AUTHORS

Samantha Paige, Dr. Michael Stellefson, Dr. Janice Krieger & Dr. Julia Alber

ABSTRACT

Background: Patients with Chronic Obstructive Pulmonary Disease (COPD) who continue to smoke tobacco after their diagnosis are at a greater risk for premature death. eHealth technologies that apply personalized behavior strategies may motivate COPD patients to quit smoking, if patients adopt and consistently use the services. Limited research has investigated the acceptability of eHealth smoking cessation services among patients living with COPD.

Objective: To explore the perceived usefulness and ease-of-use of eHealth technologies to facilitate smoking cessation among a convenience sample of patients living with COPD.

Methods: Twenty-five patients with COPD participated in qualitative semi-structured interviews and focus groups. The constant comparative method was used to analyze the data.

Results: Participants were not aware that smoking cessation smartphone apps existed, but they were interested in the potential of using their mobile phones for smoking cessation support. Difficulty navigating eHealth technologies inhibits their interest and use. Participants suggested they would be more likely to adopt and use a smoking cessation app that incorporates tailored, easy-to-use progress reports and interactive features that allow them to communicate with other patients with COPD. Despite their desire for interactivity, most participants were uncertain about whether or not they would be able to establish personal connections with users on smartphones.

Conclusion: Patients with COPD are interested in using eHealth technologies to help them quit smoking, but there is a need to establish evidence for their usability and efficacy. To increase patients' interest in using smoking cessation apps, future research should incorporate interactive, tailored, and theory-based motivational features.

Keywords: smoking cessation, COPD, mobile technologies

Understanding how maps are used to communicate risk information about the Zika

AUTHORS

Alyssa Jaisle

ABSTRACT

While researchers continue to frantically search for answers to questions related to the Zika virus the news media have stepped in as the “go-to” information source. Unfortunately, the news media have a long and well-known penchant for sensationalizing stories in order to capture an audience’s attention and is the likely origin of the low trust levels. Health stories in particular are often exaggerated, distorted, or completely misrepresented. Various aspects of news stories such as headlines, photographs, text, charts, and graphs have all been analyzed using a framing theoretical lens. Though visual framing [e.g. photographs, charts, data] has been explicated in numerous ways, geographic risk communication maps have been overlooked. Understanding how readers interpret and react to mapped information is important for a variety of reasons. Relying on previous literature regarding the persuasiveness of images (e.g. photographs), it can be surmised that a reader will be more influenced by the information presented visually in the map than any message contained in plain text. The elaboration likelihood model posits information is processed via either a central or peripheral route. Peripheral route processing occurs when the receiver depends on cues, such as appearance of the source, that are distinct from the message itself such as mapped risks. In order to understand how Zika risk was being communicated by maps, the researcher searched top national newspapers and online news websites for articles about the Zika virus. Zika risk communication map depictions proved to be wildly varied and largely misleading.

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Not an inspiration just for existing: How advertising uses physical disabilities as inspiration: A categorization and model

AUTHORS

Summer Shelton

ABSTRACT

Inspiration porn, supercrip, the pity-heroism trap, the bionic man or woman: these terms have all been used in the recent discussion of the usage of physical disabilities as inspiration in advertising to non-disabled consumers. While being viewed as inspirational may not appear to be a negative portrayal, these bionic and heroic representations have been identified as inaccurate and problematic by members of the disabled community, contributing to the stigmatization and erroneous understandings of physical disabilities. This study presents a categorization of the various ways disabilities are discussed in research and are used as inspiration in advertising. Viewed through the lens of cultivation theory, a theoretical model is proposed, revealing how advertising's use of bionic and heroic imagery of disabilities elicits feelings of inspiration on the part of the non-disabled consumer as well as expectations for individuals with disabilities to be inspiring in reality. Recommendations for future research analyzing advertising's use of disabilities as inspiration are also provided.

Keywords: disabilities studies, advertising, representation

To talc or not to talc: How media framed the association between talcum powder and ovarian cancer.

AUTHORS

Aqsa Bashir

ABSTRACT

In 2016, Johnson & Johnson lost almost \$200 million in three different cases against its talcum powder lawsuit. The association between talcum powder and ovarian cancer is not a novel one but one which has been at the heart of much controversy. This paper explored how media framed the association between talcum powder and ovarian cancer. Analysis revealed frames such as uncertainty framing, legal framing, scientific framing and negligence on the part of Johnson & Johnson as the major frames. Analysis also revealed a distinction between how the media framed the association and how Johnson & Johnson framed this claim.

Keywords: ovarian cancer, cancer communication, talcum powder.

MASS COMMUNICATION & SOCIETY



Stars, stripes and stereotypes: Portrayals of Americans in Japanese animation virus

AUTHORS

Lucy March

ABSTRACT

This paper is an analysis of how American characters are portrayed in Japanese animation. First, it examines how Americans have historically been portrayed in Japanese media, the reasons for the international appeal of Japanese culture, and how the popularity of Japan's cultural products have made anime and manga influential tools for international communications. A narrative and pictorial analysis of American characters in popular, more recently produced anime series reveals that anime may incorporate more "cultural odor," or cultural features and ideas, in its portrayals of non-Japanese nationalities, thus weakening its potential as a soft power tool in this respect.

Keywords: popular culture, animation studies, transnational studies

“A country is known by the president it keeps”: How public opinion about Putin influences the perceptions of Russia in the United States and the United Kingdom

AUTHORS

Liudmila Khalitova & Dr. Nikolay Bliznyuk

ABSTRACT

The literature on corporate public relations suggests that images of corporate leaders can influence the images and reputations of the organizations they represent. However, only a few attempts have yet been made to empirically test this hypothesis in the context of public diplomacy as applied to political leaders and their nations. The present study addresses the question of how British and American public opinion about the Russian president is linked to the attitudes people have about Russia as a country in Great Britain and the United States. In particular, our findings suggest that respondents' opinions about Russia have been significantly associated with how they see Vladimir Putin. In addition, this study introduces the level of political personalization of a country in another country's media as a possible factor in the relationship between how international publics view a nation's leader and their view of his or her country.

Keywords: public diplomacy, national reputation, mediated political personalization

Removing the wool: Rethinking the Miller test 40 years later

AUTHORS

Austin Vining

ABSTRACT

After decades of struggling with how to adequately define obscenity, the Supreme Court finally created the Miller test 43 years ago. However, the test has outlived its usefulness since the advent of the Internet has made its community standard provision unworkable. This paper presents a typology to aid in the future of obscenity jurisprudence by creating a roadmap for dealing with a variety of cases. The typology breaks apart three different types of obscenity cases — active dissemination of obscenity offline, active dissemination of obscenity online, and passive dissemination of obscenity — and provides prescriptions rooted in morality theory and based on the work of previous scholars for dealing with each.

Keywords: Communication Law, Obscenity, Morality Theory

How the sharing of fake news on Facebook affects users' perceptions of real journalism. A model

AUTHORS

Paul Mena

ABSTRACT

The rise of false news stories on Facebook during the U.S. 2016 presidential election prompted a growing concern about the implications of fake news for democracy, including the way in which people get news. False stories were extensively shared on Facebook and many users get confused between what is real reporting and what is misinformation. This study advances a conceptual model for how the sharing of fake news on Facebook affects users' perceptions of real journalism. Drawing concepts from social psychological, sociological, and communication theories, this model shows hidden factors that play mediating and moderating roles in this matter, such as belief fixation, algorithm agency, confirmation bias and dissonance, strong and weak ties, bandwagon heuristic, message credibility, and digital news literacy. This study has significance to both the understanding of how audiences perceive real reporting after being exposed to false news stories and the larger field of research on journalism, misinformation, and social media.

Keywords: journalism, fake news, social media



MEDIA

EFFECTS

Much too much media; An explication of a multiplicity of content on social media resulting in anomie as explained by the paradox of choice

AUTHORS

Casey McDonald

ABSTRACT

If the purpose of social media is to connect individuals socially, why are “Digital Natives” also notoriously a depressed and disconnected generation? The state of disconnectedness is reminiscent of Emile Durkheim’s concept of “anomie”, first crafted in 1897. Anomie is the feeling of separation from society which, he asserted, leads people towards the tendency to commit suicide. The theory of the Paradox of Choice by Barry Schwartz, published in the book of the same name in 2009, can be used to explain how heavy social media users who are exposed to an over-abundance of content can be made susceptible to this depressed state of being. The following paper explicates each of these terms as well moderating factors that foster such a result. These as used to form a simple model explaining the relationship between heavy social media use and anomie.

Keywords: Social media, depression, Millennials

Breaking (down the) binge: A typology

AUTHORS

Colin Kearney

ABSTRACT

The increasingly popular choice of binge-watching, or watching multiple episodes of one television program in one sitting has become amplified through online streaming platforms. These varying audiences each have different rationales for why they choose to binge-watch and creates a need to understand them better. These rationales are explored in-depth to create a typology of binge-watchers. The use of Uses and Gratifications theory as theoretical perspective is combined with current media trends to create a five-part typology of why audiences are choosing this method of viewing.

Keywords: Typology, Uses & Gratifications Theory, Audiences

A conceptual model: Why do bystanders refrain from acting in cyberbullying cases?

AUTHORS

Leping You

ABSTRACT

The examination of the presence of bystanders in cyberbullying studies has been seen as a significant body of research used to reduce the harm of cyberbullying. However, the theoretical framework containing predictors of bystander nonintervention behavior still remains unanswered. To fill this gap, the present study proposed a conceptual model to explicate the latent constructs that affect bystander nonintervention. The proposed model is based on the social identity model of deindividuation effects (SIDE) theory from a social psychology perspective to explain why bystanders refrain from taking action in cyberbullying. Deindividuation served as a mediating factor in the search for a cause for nonintervention behavior. Moderators that affect the likelihood of nonintervention are diffusion responsibility, pluralistic ignorance, online disinhibition effects, arousal empathy, and group polarization. Finally, the proposition on each latent construct is offered.

Keywords: bystander nonintervention; online disinhibition; deindividuation; SIDE theory

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Keywords: Typology, Uses & Gratifications Theory, Audiences

Root, root, root for social good: The influence of proximity to a sports team on the creation of social capital

AUTHORS

Bradford Horn

ABSTRACT

Through the development and introduction of the Proximity-Social Relations Model, this study conceptualizes the influence of proximity to a sports team on an individual's personal investment in social relations. Explicating why physical proximity matters in an ever-increasing virtual world, the model explores the role of uncertainty-identity reduction as a mediating factor for individual social investment. Theoretically rooted in Social Identity Theory, this examination investigates value homophily, network heterophily, trust in social networks, acceptance of in-group norms, shared communal experience, and influence of sports fandom as moderating variables that contribute to the creation of social capital. An individual's desire to reduce uncertainty created by social proximity leads to participation in a communal following to "root for the home team," regardless of an individual's sports interest level. Social capital develops within a community when groups work together to create public good. As an antecedent for social capital development, an individual must be motivated to make a personal investment in social relation activities. The process in which an individual willingly invests in his or her community is best illustrated through the relationship between proximity and the community building capabilities of a local sports team.

Keywords: Proximity, social capital, sports team

When does individuals' willingness to speak out increase on social media? Perceived social support and power/control

AUTHORS

Jung Won Chun & Dr. Moon Lee

ABSTRACT

In this study, we investigated the effects of opinion congruency on individuals' willingness to speak out on Social Media. We tested the mediation effect of perceived social support, influencing the sense of power/control and in turn affecting their willingness to share opinions on their personal Social Networking Sites. We found that people are more willing to speak out on social media when their perceived social support enhances perceived sense of power/control through their opinion congruency with others' online comments. The findings suggest that individuals' perceived sense of power serves as an underlying mechanism that accounts for why people share their opinions in a social media setting. Theoretical and practical implications were discussed in the study.

Keywords: Social media, Spiral of Silence, Structural Equation Model



**TECHNOLOGY-MEDIATED
COMMUNICATION**

Examining factors influence mobile racing gameplay under the framework of technology acceptance model

AUTHORS

Min Xiao

ABSTRACT

The current study investigates factors influence why consumers play mobile racing games. The overarching theoretical framework is technology acceptance model. The researcher used an online survey to investigate the relationship between perceived ease of use, perceived enjoyment, attitude, behavioral intention, and actual behavior. Structural equation modeling is used during the data analysis. The results suggest that actual behavior of playing mobile racing games correlates with all of the examined variables either directly or indirectly.

Keywords: Technology Acceptance Model, Mobile Racing Games, Structural Equation Modeling (SEM)

A model of toxic behavior in online multiplayer video games

AUTHORS

Dave McLean

ABSTRACT

Online multiplayer video games are an incredibly popular hobby around the world. These online games allow people to play with and compete against players from around the world. While cooperation in video games has been found to have positive effects on people, it appears that players are more hostile to their teammates than to their opponents. To address this question of how players become hostile to their teammates a conceptual model that shows the mechanisms that work to make players hostile towards their teammates. This antisocial behavior between players in online games is often described as “toxic” by gaming communities. The proposed model is constructed using literature from several fields as well as gaming news outlets to show that dysfunctional teammates may lead to increased hostility towards teammates. This paper also offers several testable propositions to be used in future research. Theoretical implications and limitations of this model are also discussed.

Keywords: Toxic Behavior, Online video games

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Keywords: Technology Acceptance Model, Mobile Racing Games, Structural Equation Modeling (SEM)

The 21st century couple: Negotiating identity tensions from mobile device dependency

AUTHORS

Amanda Bailey

ABSTRACT

Research on the effects of increased exposure to technology has shown changes in the ways people process information and relate to their devices. Today's digital landscape encourages abbreviated communication and a constant need to feel digitally connected to others. How are these habits and preferences encouraging surface-level thinking and a disengagement from critical analysis? This study offers a theory-driven explanation for how the rise of abbreviated communication results in abridged cognition through mobile device dependency. Using the framework of the Communication Theory of Identity (CTI), this study examines the relational identity in the context of how society views that relationship type when the relationship is not human-to-human but rather human-to-computer. Since CTI examines the negotiation of tensions between the four layers of identity, the extension of CTI to this problem is a logical step to understanding how this phenomenon is affecting a culture dependent on mobile technology. Ranging from the pervasiveness of abridged communication in non-mediated environments to the reduction of empathy in users to the inherent lack of engagement with their environments, this paper unfolds the theoretical and practical implications of this problem.

Keywords: Communication theory of identity, mobile device dependency, human-computer interactions, couple-society relationships

Educational Experiences in Online Video Audiences

AUTHORS

Bruce Getz

ABSTRACT

Little academic research has addressed the learning experiences of online video audiences. The purpose of this exploratory study is to document audience experiences of online video tutorial viewing as a source of learning. Online media outlets are widely used and considered as a source of entertainment, however, the large number of instructional videos online combined with the large number of views many of these videos receive is reflective of a knowledge-seeking audience which utilizes online video as a source of information and instruction. In better understanding audience experiences and perceptions of online video as an educational resource, further investigations across larger samples can be conducted, and content creators will be more informed of the wants and needs of their audience to provide educational and instructional content which is considered effective. The cognitive theory of multimedia learning provides the theoretical perspective for the investigation. Research questions were designed to gain understanding concerning what term audiences use to refer to this video genre, how these videos are accessed, audience perceptions of online video tutorials as a source of education and entertainment, the types of learning online video tutorials are used for, valued characteristics of these videos, and audience satisfaction with the online video tutorials available. Qualitative interviews were conducted with 14 participants and data was organized and analyzed according to the research questions. Facebook and YouTube were identified by all participants as the sources most often utilized for online video tutorial content. The remaining results are described and possibilities for future research are discussed.

Keywords: tutorials, online video, cognitive theory of multimedia learning

The effects of interactive, 360-degree video in environmental communications

AUTHORS

Daniel Pimentel, Sining Kong, Min Xiao & Dr. Sri Kalyanaraman

ABSTRACT

Despite the promise afforded by interactive technologies such as 360-degree video in developing empathic connections between individuals and narratives, the psychological import of environmental awareness messages created using 360-degree video remains understudied. A between-subjects experiment (N = 48) examined whether 360-degree video elicits more positive attitudes and behavioral intentions than traditional video in an environmental context. The results demonstrate that 360-degree video is perceived as more interactive than traditional video, and influences attitudinal judgments via the mechanism of cognitive absorption. In addition, interactivity influenced psychological distance, such that 360-degree video elicited concrete construal thoughts related to the environmental issue, whereas traditional video produced more abstract thoughts related to the beauty of nature. The findings provide theoretical and methodological insights for future research in the realm of environmental communication.

Keywords: Environmentalism, interactivity, communication