UNIVERSITY OF FLORIDA
COLLEGE OF JOURNALISM & COMMUNICATIONS

RESEARCH SYMPOSIUM

IDEA EXCHANGE

February 22, 2016

UF

Dear Faculty, Students and Guests,

I'm pleased to announce a special and historical event in our College - The first 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 Kiousis 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 and colleague. And, last by not least, a special thanks to all of the hard-working reviewers and the attendees of this inaugural event.

The amazing, adorable, brilliant and charming

Debbie Treise

Best Student Paper

The young maintain, the old regulate: The age effects on sequential mixed emotions

AUTHORS

Jing (Taylor) Wen, Naa Amponsah Dodoo, & Linwan Wu

ABSTRACT

Ads with mixed emotions can capture audience's attention and therefore be persuasive. By using Socio-emotional Selectivity Theory as a theoretical framework, this research examines the influence of age and sequential mixed emotions on persuasion. Findings indicate that older people exhibit more favorable evaluation than younger people when exposed to an appeal with improving mixed emotions (i.e., negative then positive), because older people are better at emotion regulation. In contrast, when exposed to declining appeal (i.e., positive then negative), young and old people evaluate the ad positively, because both age groups are able to maintain positive emotions. Theoretical and practical implications are also discussed.

Keywords: mixed emotions, sequential mixed emotions, age, socio-emotional selectivity theory

Best Student-Faculty Paper

Antecedents of political social media engagement in China and its effect on government trust: Through the lens of peer communication about president Xi on WeChat

AUTHORS

Rita Men & Baobao Song

ABSTRACT

This study examines the various individual and social factors that drive the political engagement of the Chinese publics on social media and the consequence of such engagement on government trust through the lens of publics' political peer communication about the current political leader of China (President Xi Jinping) on WeChat. Results of a quantitative online survey of 396 WeChat users showed that individual factors including age, income, gender, and patriotism significantly influence the Chinese publics on their positive or negative political peer communication about President Xi on WeChat. Social factors, namely, tie strength and community identification positively influence the Chinese publics' positive political peer communication about President Xi on WeChat. The political social media engagement of the Chinese publics (i.e., positive and negative political peer communication about President Xi) significantly influences the publics' trust toward the government. Important theoretical and practical implications are discussed.

CATEGORIES

Technology-Mediated Communication

Advertising & Public Relations

Mass Communication & Society

Media Effects

Communicating Science, Health, Envrionment and Risk

Social media vs. mass media: Breaking news decisions about SB 5 in the Digital Age

AUTHOR

Darlena Cunha

ABSTRACT

This study examines the decisions made by local television news managers during a breaking news story in 2013, where a democratic Texas senator filibustered for 11 hours during a special session against SB 5, a bill that restricted access to abortions in the state by ensuring that facilities offering abortions had doctors with admitting rights at a hospital no more than 30 miles away and banning abortions after 20 weeks.
The story was spread across social media, particularly Twitter, before news stations were able to run their versions of it, and many people nationwide watched the filibuster via live-stream. Given this influx of raw material and amateur news curation muddying the local news terrain, the question of what influence social media has on local television media arose.
This study examines the changing roles of gatekeeping, agenda setting, and role theory by conducting in-depth interviews with local news management to describe how they came to their decisions regarding coverage of this bill and what part new media plays in traditional media as the two forms continue to combine.
Additionally, it aims to help forecast how local news outlets can capitalize on the wealth of information on the Web as opposed to ignoring it or, worse, being outdone by it.

Keywords: abortion, television, gatekeeping

The role mobile devices play in the disclosure of personally vulnerable information on Facebook: A model

AUTHOR

Stephenson Waters

ABSTRACT

Facebook is the most popular social media service in the world, with almost 1.4 billion active users. Increasingly, Facebook users are using mobile devices to post and share information on the site, and these mobile devices have become digital lockers containing intimate information about their users. Using the hyperpersonal model of computer-mediated communication, this study presents a model that explicates how mobile devices play a role in the disclosure of personally vulnerable information, using latent constructs to explain the phenomena. Additionally, this study presents a typology that explains the characteristics of mobile devices that encourage the sharing of personally vulnerable information. Testable propositions are offered, and implications for future research are also discussed.

Keywords: mobile devices, privacy, social media

Philanthropy in virtual worlds: A conceptual model for evaluating purchase intent of cause-related virtual goods in MMORPGs

AUTHOR

Daniel Pimentel

ABSTRACT

Since 2011, game developers of popular massively multiplayer online role playing games (MMORPG) have raised millions of dollars for charitable organizations by offering exclusive virtual products for sale to their gaming community. This particular type of virtual good, termed as a cause-related virtual good (CRVG) within this paper, represents both a growing trend in online gaming and a legitimate shift in the way millions of players engage in prosocial behavior within virtual environments. Though extant studies have examined purchase behavior in the context of virtual goods within MMORPGs, CRVGs have remained overlooked by academic inquiry. Furthermore, a model that successfully integrates gaming motivations, trust, virtual good utility, and other CRVG-specific variables does not exist. Drawing from a diverse body of research on cause-marketing, gaming, psychology, and business, this paper proposes the cause-related virtual exchange model of online gaming to address the latent motivations for purchase intent of CRVGs. The model suggests that both gaming motivations and trust are key determinants of CRVG purchase intent, and can also aid in explaining how a CRVG's utility may resonate with particular gaming communities, as well as the role of cause-brand fit in shaping purchase intent. Propositions are offered to guide future research, and implications of the model are presented.

Keywords: gaming, virtual goods, prosocial behavior

The me in YouTube: A typology of self-expression messages in user generated video content

AUTHOR

Bruce Getz

ABSTRACT

The article presents a typology of the self-expression messages of YouTube user generated video content. As YouTube viewership increases, little research is dedicated to the specific types of self-expression unleashed by YouTube, or the role of the YouTube user as content creator. Working from the perspective of the social cognitive theory of mass communication, this article details the diffusion of values and self-expression within the content creator culture of YouTube. The typology, focused on the content creator as an individual, classifies four distinct self-expression messages: I deserve an audience; I have a unique contribution to the conversation; I have an interesting event to share; and, I am worthy of being modeled. The primary behaviors of content creators are identified as: exhibition, influence, opportunism, and altruism. Each of these behaviors is aligned to a self-expression message, rationalized, and explained. The primary goal of content creators are identified as: exhibition, influence, opportunism, and altruism. Each goal is also rationalized, explained, and aligned to a specific self-expression message. The typology also features examples of YouTube videos for each self-expression message which are drawn from user generated content research. The article concludes by calling for further investigation in the areas which compare cultural factors of self-expression and the presence of international YouTube self-expressions, and comparing the authenticity of online self-expressions within YouTube to offline self-expressions. The typology advanced aligns with previous research which calls for further investigation of YouTube users. As a user generated content site, it is important to research users in order to fully understand YouTube as a whole.

Keywords: YouTube, self-expression, user generated content

A model for evaluating the effectiveness of ad-evoked nostalgia, and the reminiscence bump effect on nostalgic advertisements

AUTHORS

Ilyoung Ju, Yunmi Choi, Jong Woo Jun, Jon Morris, & Susan Bluck

ABSTRACT

Two studies were conducted to examine the effectiveness of nostalgic advertisements. Study 1 (N = 313) was designed to create a general understanding and model for viewers' reactions to nostalgic advertising. Several important nostalgia-related constructs were included. They were: ad-evoked nostalgia, psychological comfort, perceived loneliness, self-regard, emotional responses to the brand, and purchase intent. In Study 2, the investigation (N = 248) was expanded to determine if consumers have more favorable responses to nostalgic ads during a certain time period in the past that were related to their life milestones, called a reminiscence bump. The results showed that a reminiscence bump-focused advertisement, as compared to a present-focused advertisement and non-bump past advertisements, produced a stronger effect on consumers' perceived appeal, empowerment, and purchase intent.

Keywords: nostalgic advertising, reminiscence bump, emotional response

How social media have changed audience expectations about organization's disclosure during a crisis: A model

AUTHORS

Sining Kong

ABSTRACT

When a crisis happens, an organization is advised by its legal department to say as little as possible to avoid lawsuits and financial loss. This strategy is referred as the legal strategy, and it is characterized by saying as little as possible and shifting the blame. Although this strategy can help an organization avoid lawsuits, it cannot help an organization rebuild its reputation after a crisis. This problem is caused by the stakeholders' loss of trust. Meeting stakeholders' expectations is the key to regaining their trust. During a crisis, stakeholders are eager to know what happened, and expect the truth behind the crisis. Therefore, meeting stakeholders' expectations regarding disclosure during a crisis can help to regain trust and rebuild the organizational reputation. However, the advent of social media, has not only changed people's disclosure behavior, but has also changed people's disclosure expectations. This paper proposes a model of how social media has changed people's disclosure expectations, and how the changed disclosure expectations affect crisis communication. Since the model is based on social exchange theory, this paper expands social exchange theory by applying it to crisis scenarios. Furthermore, this model not only can help public relations professionals realize the importance of disclosure in crisis communications, but also can help them shift their priorities from helping the organization repair its reputation to meeting stakeholders' disclosure expectations. By doing so, they can better regain stakeholders' trust and rebuild the organization's reputation.

Keywords: social media, disclosure expectation, crisis communication

Beyond transparency: Linking CSR authenticity to organizational trust

AUTHORS

Baobao Song

ABSTRACT

This study proposes that consumers' perceived authenticity of corporate social responsibility (CSR) could overturn their skepticism and raise their overall trust towards the organization. Experimentally, this study examined the effects of the two operational dimensions of authentic CSR – distinctiveness and social connectedness on consumers' perception of CSR authenticity, and its effect on organizational trust. Results indicate that with higher perceived social connectedness, embedded CSR will be evaluated as more authentic than peripheral CSR, which further leads to stronger organizational trust. Whereas, with low perceived social connectedness, there will be no significant difference in stakeholders' perception of CSR authenticity and organizational trust between embedded and peripheral CSR programs.

Understanding age segmentation in persuasion: The interplay of material and experiential purchases and ordinary and extraordinary frames

AUTHORS

Jing (Taylor) Wen, Naa Amponsah Dodoo, Linwan Wu, Ilyoung Ju, Jieun Cho, & Sriram Kalyanaraman

ABSTRACT

Even as message segmentation strategies based on consumers' age gain increasing prominence, the psychological effects of age on decision making remain somewhat unexplored.
This investigation examined the influence of age on consumers' responses to different advertising messages via two experiments. Study 1 showed that older consumers preferred experiential purchase whereas younger consumers preferred material purchase. Study 2 extended study 1 by examining if framing the message as ordinary or extraordinary would influence the findings. The results suggested that message framing moderated the relationship between age and purchase types such that younger participants displayed stronger purchase intention when the experiential purchase used an extraordinary frame, whereas older people preferred experiential purchase especially when it was presented in ordinary frame. Furthermore, it supported the proposition that self-brand connections mediated the relationship between purchase type and purchase intention. Theoretical and practical implications are discussed.

Keywords: media effects, age segmentation strategies, consumer behavior

Why consumers have trust preference for user-generated product reviews: A conceptual model

AUTHORS

Toluwani C. Oloke

ABSTRACT

Amazon.com is one of the leading American based online commercial sites with an average of 137 million customers per week and 152 million customers' accounts being actively maintained. User reviews on Amazon and other online commercial sites like eBay, go a long way to impact the product sales, and this raises a question, which is the crux of this study, on why potential customers will choose to trust the information given by other consumers they have never met or known. A conceptual model of the interrelationship between the latent motivations of why potential consumers of a product will prefer to trust reviews by other users of the product, who are unidentified or unknown strangers, over and above expert reviews is developed in this study. The conceptual model proposed in this study is established with literature reviews from the fields of psychology, consumer behavior studies, marketing, sociology, and communication. The moderators for the relationship described and explicated in this study are: the need for cognition, homophily, consumer self-efficacy, price, review authorship/source, and perception of review helpfulness. Pre-purchase uncertainty, need for cognition, and self-efficacy typologies are also briefly discussed. Implications for future research and studies are presented for each moderating variable.

Keywords: eWOM, trust, purchase uncertainty

Framing Barry Goldwater: The extreme reaction to his 1964 "extremism" speech

AUTHOR

Rich Shumate

ABSTRACT

The fight for the 1964 Republican presidential nomination was an institutional turning point in the life of the Grand Old Party. With methodic organization, conservative forces aligned with U.S. Senator Barry Goldwater of Arizona quietly seized control of the party machinery from the elite Eastern establishment that had dominated the party for a generation. Accepting his party's nomination in San Francisco, Goldwater delivered what became one of the most infamous speeches in American political history, capped by the line, "Extremism in the defense of liberty is no vice." When read or watched today, Goldwater's speech comes off as a relatively innocuous recitation of the basic tenants of conservatism. But back in 1964, the speech set off a firestorm among elite opinion leaders in both media and politics, who denounced it as a dangerous appeal to reactionary elements on the political right. This paper posits that media framing of the convention coverage helped create a climate that predestined a negative reception to Goldwater's speech, irrespective of its actual content. Three contributing frames—combat within the party, extremism within the Goldwater coalition, and the perception Goldwater was hostile to civil rights—are identified and explicated. Given that the perception among conservatives of a liberal bias in the media took root during the Goldwater campaign, this paper advances scholarly knowledge by exploring the origins of that perception, which colors American politics to this day.

Keywords: framing; political institutionalism; elite theory; media history

The faces and boarders of engagement: A concept explication

AUTHORS

Tianduo Zhang & Spiro Kiousis

ABSTRACT

With the emergence of new communication technologies like social media, mobile apps etc., it become increasingly easy to interact with specific publics. Yet not all interactions are created equal. Scholars in various fields have used engagement as a central construct to study the phenomenon of meaningful interactions. Despite numerous studies built around engagement, there is still a lack of conceptual clarity in the definition of engagement. The current study applied Chaffee's (1991) procedure of concept explication. Synthesizing literature from education, management and psychology, the study unveiled the paradigm split in the literature centering the concept of engagement. In specific, engagement was viewed either as a social membership or a short-term experience which could further differentiate into the experience of occupancy and the gateway to a long-lasting relationship. To break the theoretical silos, the authors proposed a definition and a typology that could bridge the gap among different contexts of engagement. In particular, we define engagement as a relationship status that can be long term or short term. The characteristics of the relationship are determined by the time and the intensity of engagement. The initiation and maintenance of the relationship is guarded by the principles of social exchange theory.

Keywords: engagement, concept explication, typology

Internet Immunity – Is it time to revise Section 230 of the Communications Decency Act?

AUTHOR

Kéran Billaud

ABSTRACT

This student-authored paper examines, through the lens of First Amendment theory and current law, the evolving debate over the proper administration of Communications Decency Act Section 230 immunity. Several recent cases, which received national attention, serve as examples of how judicial authorities are at odds when applying Section 230 immunity. This paper uses marketplace theory and Meiklejohnian theory to analyze the qualities or usefulness of computer service providers online and the roles they play as moderators in public forums. Additionally, this paper suggests that Section 230 broadly describes the nature of computer service providers versus content creators or developers, and that there is a need for understanding when a provider may be considered a creator or developer, too. Finally, this paper proposes in the form of a typology a scoring test that aims to aid future discussion revolving around Section 230 immunity by suggesting how certain actions performed by service providers can forfeit their status and render them liable for illegal or unprotected speech.

Keywords: heckler's veto, material contribution test, section 230 immunity, defamation, libel, internet

The H-Bomb model of social change and the role of public interest communications

AUTHOR

Jasper Fessmann

Pride and prejudice: Anita Bryant, same-sex marriage, and "Hitler's view" in the Miami Herald

AUTHOR

Rich Shumate

ABSTRACT

In their quest to create the perception of balance in coverage of LGBT issues, the media in the past often included inaccurate, stereotypical, and defamatory charges leveled by anti-LGBT forces—for example, accusing LGBT people of being amoral, indecent, perverse, sinful, or ungodly, or of recruiting children or molesting children. One of the advocacy groups highly critical of such reporting, the Gay and Lesbian Alliance Against Defamation (GLADD), dubbed these frames as "Hitler's view," arguing that the media, in a misguided quest for balance, were propagating hate speech. Using a content analysis of news coverage in The Miami Herald, this study explored whether, and to what extent, the media had abandoned inclusion of such frames in coverage and also how the terminology used to describe LGBT people and issues has changed over time. The Herald's coverage of three different LGBT controversies in Florida was examined: A acrimonious campaign in 1977 by singer Anita Bryant to overturn an ordinance outlawing anti-LGBT discrimination in Metro Dade County, the first time such an ordinance had been overturned by popular vote in the United States; a 2008 initiative to insert a ban on same-sex marriage into Florida's Constitution; and a series of court cases in 2014-15 that resulted in that ban being struck down by a federal judge. The results showed statistically significant differences in the use of characterizations and terminology across the three periods, indicating that media coverage of LGBT issues and people has changed over time.

Keywords: content analysis; LGBT coverage; framing

The effects of news cues on perceptions of self-driving technologies

AUTHORS

Tianduo Zhang, Chun,Jung Won, Baobao Song, Ah Ram Lee, Jungyun Won, & Sriram Kalyanaraman

ABSTRACT

The growing importance and polarizing viewpoints surrounding the issue of autonomous or driverless technologies prompts questions on how various news cues may influence public perceptions. The current investigation explored the interplay among such news cues as type of source, type of news frame, and language complexity on attitudes and behavioral intentions toward self-driving technologies (SDTs) via two experiments. In study 1, a 2 (type of source: specialist vs. generalist) x2 (type of frame: pro-SDT vs. anti-SDT) factorial design revealed that a pro-SDT news frame elicited positive attitudes and behavioral intentions toward SDTs. Study 2 attempted to shed further light on these findings by including a third news cue—language complexity (simple vs. complex) in a 2 (type of source) x 2 (type of frame) x2 (complexity of language) factorial design. Results revealed that across all conditions, language complexity added to the perceived credibility of the media, but reduced message memory. In addition, a three-way interaction showed that a pro-SDT message employing simple language and emanating from a specialist source was most effective in encouraging desire to experience SDTs. Theoretical, applied, and policy implications are discussed.

Bandwagon or freeride? The effects of social media normative cues on collective actions

AUTHORS

Yu-Hao Lee & Carlin Littles

ABSTRACT

What motivates people to take part in collective actions? Why do some people take part in collective actions while others chose to free-ride? These are key questions have been examined by scholars in various disciplines for decades. Traditional theories of collective actions argue that individuals weigh the cost and benefit of participation before deciding to take part in a collective action. In traditional collective actions such as a protest or voting, individual actors do not know how many other people will participate in the action. As a result, their decisions to participate depends on their expectations of: 1) how many other people will participant in the action? 2) how much impact can I make on the collective goal? and 3) the likelihood of success as a group (Klandermans, 1984). Since collective actions, by nature, require individuals acting in groups to reach a collective goal. Expectations about number of participants is arguably the most important cue because it can affect one's perception about their personal impact and the likelihood of success. If there are too few participants, the action is unlikely to succeed. If there are too many participant, the action will succeed regardless of the individual's contribution, and it is more rational to just free-ride. Because of its importance, number of participants has been an arena in which different interest parties compete to persuade or dissuade potential participants.

Network analysis of agenda building in NFL crisis situation

AUTHORS

Ji Young Kim, Tiffany Schweickart, Jordan Neil, Tianduo (Tina) Zhang, Liudmila Khalitova, Barbara Myslik, Dr. Craig Carroll, & Spiro Kiousis

ABSTRACT

This study aims to advance our theoretical and practical understanding of agenda-building while contextually contributing to sports and crisis communication. Highlighting the need for a strategic communication process during a crisis situation, three levels of agenda building were explored in terms of the stakeholder salience, reputation attribute salience, and image restoration strategies in the context of NFL domestic violence issues. A quantitative content analysis was conducted with public relations messages collected from corporate and stakeholder messages, news media coverage, and public opinion on social media. While our data show strong correlations in terms of stakeholder (object) salience, and reputation and image restoration strategies (attributes) salience, more meaningful associations were found at the level of attributes than objects. Moreover, our findings confirmed the mediating role of news media in the agenda building process, especially at the second- and third-levels. Finally, to discuss the effectiveness of public relations efforts by multiple stakeholders, agenda-building associations were also compared by stakeholder sources and types of messages. As a result, NFL's public relations messages were the most effective information subsidies in transferring their agenda to news media and public opinion on social media among the four stakeholder groups followed by teams (object level) and NPO (attribute level). Both theoretical and practical implications of the study were discussed as well as future research direction.

Keywords: agenda building, political public relations, NFL domestic violence

THEY will end us – Let's vote against! - Conceptual model demonstrating how fear appeals introducing threat of others increase chances of voting congruent with the fear appeal

AUTHOR

Barbara Myslik

ABSTRACT

The purpose of this paper is to present a conceptual model identifying latent and established concepts that influence voting behaviors in presence of fear appeals. Fear appeals introducing threat of others have been examined in relation to voting congruent with the appeal. Theoretical context is provided by Social Identity theory along with Extended Parallel Processing Model (EPPM). In-group identity defined as "threatened majority" is proposed as a mediator between independent variable of fear appeal and depended variable: voting congruent with the appeal. Other moderating factors are proposed such as media exposure, response efficacy, authoritative personality, need for cognition, intensity of fear appeal, and perceived proximity of the threat. Model informs future research and explores voting behaviors with relation to discrete emotions.

Keywords: fear appeals, in-group identity, voting, threat of others

Taking the power back: Does interactivity enhance attitudes and memory of mediated political communication

AUTHORS

Lauren D. Furey & Sriram Kalyanaraman

ABSTRACT

In the current media landscape, people are bombarded with avalanches of information online, fatiguing readers and resulting in unfavorable attitudes toward media organizations. All the while politicians communicating for themselves online are gaining in popularity as they use interactivity to attract and please voters. This study sought to examine whether interactivity could enhance these attitudes as well as memory of both simple and complex mediated political content. To accomplish these objectives, a 2 (story complexity: simple or complex) x 3 (interactivity level: low, medium or high) experiment was conducted, finding that interactivity did not enhance attitudes because political party affiliation was a large driver of results. However, interactivity did aid memory of simple information, suggesting that media organizations should divvy up their content into shorter interactive sections to enhance comprehension of content.

Keywords: interactivity, online news, political communication

An incongruent picture of direct-to-consumer advertising of genetic tests: Qualitative framing analysis on newspapers and 23andme's press releases

AUTHOR

Jing Wen (Taylor)

ABSTRACT

This exploratory study analyzed the content of two American newspapers and the press releases from an online genetic testing company, 23andMe, in an attempt to examine how they convey information about direct-to-consumer advertising (DTCA) of genetic tests. Drawing upon framing theory, this study indicated that news articles and press releases commonly discuss DTCA of genetic tests in terms of skepticism, debate, regulation, empowerment, impact, credibility and official update. Specifically, the conservative newspaper regarded this topic as a regulation issue and expressed concern about the lack of regulation in this field. Therefore, it focused on the skepticism theme in discussing the potential risks of the tests and the necessity of regulation. The liberal newspaper considered DT CA of genetic tests as a science issue, and therefore concentrated on the potential benefits and the validity of the tests, with an overall reliance on the empowerment and debate frames. The DTCA company's press releases, on the other hand, presented more credibility and impact frames with the purpose of reputation building. Additionally, both newspapers relied on experts as information sources; however, the conservative newspaper cited more government officials. In contrast, the press releases mainly quoted the words from company officials. The implications of this study will allow genetic testing scientists and professionals to understand how the media and the company may be influencing consumers' perceptions about the topic in different ways, and also allow them to strategize how to shape future communication about DTCA of genetic tests.

Keywords: framing, direct-to-consumer genetic testing, qualitative analysis

Vapor and mirrors: A qualitative framing analysis of e-cigarette reporting in high-circulation U.S. newspapers

AUTHORS

Vaughan James & Paul Simpson

ABSTRACT

Electronic cigarettes (e-cigarettes) have been gaining popularity in the United States since their introduction into the market in 2008. Use among teenagers and young adults has recently skyrocketed, tripling between 2013 and 2014. Given that these products are still unregulated at the federal level, they represent a major public health concern. News media can have substantial effects on public perception of technology and health issues, and so it is important to understand the ways that the U.S. media present e-cigarettes.
This study examined the framing of e-cigarettes in three major high-circulation U.S. newspapers. A qualitative content analysis was performed on 92 e-cigarette-related news articles published between January 2008 and October 2014. Three major frames arose in newspaper reporting: Comparison/Contrast, Regulation, and Uncertainty. Understanding the frames presented in the media can help to both explain e-cigarettes' rising popularity and highlight potential regulatory issues that will require attention from public health officials.

Keywords: framing, content analysis, e-cigarettes

Communicating complex information about cancer research: An experimental comparison of metaphorical and plain language messages

AUTHORS

Janice Krieger, Jordan Neil, & Yulia Strekalova

ABSTRACT

Effectively communicating complex information is a key challenge in the field of health communication. The role of randomization in cancer clinical trials is one such example because patients must understand their illness as well as the role of experimental design in order to provide informed consent to participate. The current study reports on the findings from a nationally representative study comparing the effectiveness of different message strategies for explaining randomization (N = 533). Results of hierarchical regression analyses demonstrate surprising problems associated with the use of plain language strategies for explaining randomization to cancer patients, while the effects of metaphorical message strategies on comprehension, fear, and behavioral intentions to participate in RCTs were mixed. Implications for communication theory and practice are discussed.

Keywords: cancer communication, clinical trials, randomization, health literacy, strategic message design

Group identification as a mediator for consumption messages toward a targeted group

AUTHOR

Robert H. Wells

ABSTRACT

Research has examined the effectiveness of conservation campaigns and their effects on audiences. Alternately, research has also looked at consumption's role in a capitalist society and its effects on industries, institutions, and audiences. This paper presents a model that demonstrates how the level of an individual's identification with a group may affect his or her attitude toward consumption. It is unique in that it looks at consumption messages through group identification theory, which in general can be defined as individuals identifying with and interacting within a group. Moderators in this process will also be explored, including trust in message, social desirability, authoritarianism, neuroticism, materialism value, ecological worldview, and income restraints. A better understanding of how audiences respond to consumption messages could lead to a better understanding of how to create more effective conservation messages.

Keywords: group identification, consumption, conservation, environment, water

Listening to Immokalee moms: A case analysis on applying the stages of change to discover health promotion directions

AUTHORS

Cynthia Morton Padovano, Sebastian Galindo, Naa Amponsah Dodoo, Linwan Wu, Lauren Headrick, Suzanne Fundingsland, Kendra Auguste, Cristobal Gonzalez, Maria Morera, Paul Monaghan, & Karla Shelnutt

ABSTRACT

This study applied the Transtheoretical Model (TTM) to discover opportunities that support healthier eating behaviors among Latino farmworker families in south Florida. The investigation presents a case analysis of the steps the research team took to pinpoint directions for persuading Latino mothers to modify their family's in-home eating behaviors, particularly during family meal times. A two-part multi-method study was conducted to identify strategic paths for promotions and messages that would support the target group's progression through the stages of change. The application of the model not only illuminated the barriers that may stand in the way of attempts to move the target group's behaviors toward healthy eating at home, but also encouraged the discovery of issues that may not have been realized at earlier stages of research.

Keywords: nutrition, eating behaviors, healthy behaviors

Best practices or advertising hype?: A content analysis of cosmetic surgery websites' procedural, risk and benefit information

AUTHOR

J. Robyn Goodman

ABSTRACT

Since 1997, cosmetic procedures have increased more than 600% (ASAPS, 2014).   Last year alone more than one million people had one of the top five surgical procedures—breast augmentation, rhinoplasty, abdominoplasty, blepharoplasty (eyelids), and liposuction (ASAPS, 2014). Paralleling this increase is the growth in cosmetic surgery website advertisng. Few have looked at cosmetic surgery websites, particularly risk, benefit and procedural information despite limited regulations on their content, risks of these elective procedures, people often use these websites to understand risks and benefits of procedures and make surgical decisions (e.g., Wong et al., 2010). The present studies content analyzes risk, benefit and procedure information on 90 websites featuring the top 5 surgical procedures. Overall, there were few differences among procedure types and the procedure, risk, and benefit information. One-third lacked risk information, and only 20% devoted less than 150 words to risk information. Fifty-two percent of procedure pages mentioned benefits, and only 13% stated benefits in 150 words or more. Commercial sites were the most likely to mention procedure information and risk information categories. For benefit information, professional associations were the most likely to mention at least one benefit and physician sites the least. Results were further examined looking at current cosmetic surgery advertising regulations and plastic surgery associations' codes of ethics. Suggestions for future ethical online advertising are suggested.

Keywords: health advertising, cosmetic surgery, ethics