Highlighting Class in Advertising
Anna Aupperle and Matt McAllister, Pennsylvania State University
Sunday, 11/13: 11:00 am – 12:15 pm; Room 408

Developing a Measure of Dimensions of Media-Related Guilty Pleasures
Erica Bailey, Arienne Ferchaud, Mary Beth Oliver and Chun Yang, Pennsylvania State University
Meghan Sanders, Louisiana State University
Saturday, 11/12: 9:30 am – 10:45 am; Room 304

Parasocial attributes and YouTube personalities: Exploring content trends across the most subscribed YouTube channels
Arienne Ferchaud, Jenna Grzeslo, Stephanie Orme, and Jared LaGroue Pennsylvania State University
Friday, 11/11: 8:00 am – 9:15 am; Grand Salon D – Level 5

What do you think about your favorite fictional character? An In-depth evaluation of the cognitive development of parasocial relationships
Sara Erlichman, Pennsylvania State University
Sunday, 11/13: 9:30am – 10:45 am; Room 304

“The Turn Out”: A Film that Shares Struggles of Survivors and Bystanders of Domestic Sex Trafficking
Pearl Gluck, Pennsylvania State University
Thursday, 11/10: 8:00 am – 9:15 am; Room 307

Media and Class in the 21st Century*
Matthew Jordan and Matthew McAllister, Pennsylvania State University
Jenna Grzeslo, Pennsylvania State University, “Mobile payment usage in in the United States: Financial inclusion for unbanked or another digital divide?”
Wednesday, 11/9: 9:00 am – 5:00 pm; Room 306

The (lack of) influence age and class standing on preferred teaching behaviors for online students
Shannon Kennan and Paula Bigatel, Pennsylvania State University
Susan Stockdale, Kennesaw State University
Jennifer Hoewe, University of Alabama
Friday, 11/11: 8:00 am – 9:15 am; Room 411

Persuasion without Convincing: Rousseau’s Musical Enthymeme
Jared LaGroue, Pennsylvania State University
Friday, 11/11: 11:00 am – 12:15 pm; Franklin Hall - Level 4
**The Bitter Side of Sugar: Effects of Multimodality on Health Information Learning and Behavioral Changes**

**Bingjie Liu**, Pennsylvania State University  
Bruno Lovric and Valentina Scialpi, City University of Hong Kong  

Sunday, 11/13: 9:30 am – 10:45 am; Room 407

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**Who Says What: Attribution and Efficacy in the Public Discourse of Depression on Weibo**

**Bingjie Liu**, Pennsylvania State University  
Jiabao Pan, Renmin University of China  

Friday, 11/11: 2:00 pm – 3:15 pm; Room 608

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**Online Hate Speech and Freedom of Expression: A Call for a New Approach in South Korea**

**Bumgi Min**, Pennsylvania State University  
Jinsook Kim, University of Texas-Austin  

Friday, 11/11: 12:30 pm – 1:45 pm; Franklin Hall – Level 4

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**Development and Validation of a Media Nostalgia Scale**

**Mary Beth Oliver**, Pennsylvania State University  
Mun-Young Chung, Towson University  

Saturday, 11/12: 9:30 am – 10:45 am; Room 304

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**Profiling the Sources of and Audiences for Inspiring Media Content: A National Survey**

**Mary Beth Oliver**, Pennsylvania State University  
Arthur Raney and Katherine Dale, Florida State University  
Sophie Janicke, Chapman University  
Robert Jones and Daniel Cox, Public Religion Research Institute  

Saturday, 11/12: 9:30 am – 10:45 am; Room 304

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“Hero or Hermit?” Open World Design, Procedural Rhetoric, and Community in Skyrim

**Stephanie Orme**, Pennsylvania State University  

Sunday, 11/13: 8:00 am – 9:15 am; Room 402

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Femininity and fandom: The dual stigmatization of female comic book fans

**Stephanie Orme**, Pennsylvania State University  

Sunday, 11/13: 9:30 am -10:45 am; Room 307

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Activism and Social Justice: Future directions for Critical Theory and Praxis*

**Michelle Rodino-Coloccino**, Pennsylvania State University  

Saturday, 11/12: 11:00 am – 12:15 pm; Room 636

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Critical and Cultural Studies Division in Business Meeting*

**Michelle Rodino-Coloccino**, Pennsylvania State University  

Saturday, 11/12: 11:00 am – 12:15 pm; Room 636

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F-Balm: Organizing with Social Media Against Ad-Feminist Attacks **
Michelle Rodino-Coloccino, Pennsylvania State University
Thursday, 11/10: 8:00 am – 9:15 am; room 307

Legislative Assembly I*
Michelle Rodino-Coloccino, Pennsylvania State University
Wednesday, 11/9: 12:00 pm – 4:00 pm; Grand Salon G – Level 5

Legislative Assembly II*
Michelle Rodino-Coloccino, Pennsylvania State University
Saturday, 11/12: 8:00 am – 10:00 am; Grand Salon E – Level 5

What Happens When you Click and Drag: The Persuasive Effects of Sliders on Anti-Smoking
Shyam Sundar, Pennsylvania State University
Jeeyun Oh, University of Texas, Austin
Thursday, 11/10: 8:00 am – 9:15 am; Grand Salon D – Level 5

Interacting with TV: Interactivity functions transform the viewing experience on smart TV
Fan Yang and Bu Zhong, Pennsylvania State University
Saturday, 11/12: 11:00 am – 12:15 pm; Franklin Hall – Level 4

Health, Sex and Nationalism: A Chinese Perspective*
Bu Zhong, Pennsylvania State University
Thursday, 11/10: 11:00 am – 12:15 pm; Room 662

Please join us:
Penn State Joint CAS-COMM Reception
Friday, November 11th, 6:30 pm – 9:00 pm
Grand Salon A in the Marriott

*presenter
** chair