

NCA – College of Communications Papers and Presenters  
November 2016  
Marriott Downtown; Philadelphia, PA

*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 21<sup>st</sup> 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

*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

*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

*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

*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

*“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

*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

*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

*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

*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 11<sup>th</sup>, 6:30 pm – 9:00 pm

Grand Salon A in the Marriott

*\*presenter*

*\*\* chair*