

83rd Annual Ohio Communication
Association Conference

ENHANCING OUR COMMUNITIES THROUGH COMMUNICATION

October 4-5, 2019



WELCOME

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NAMASTE

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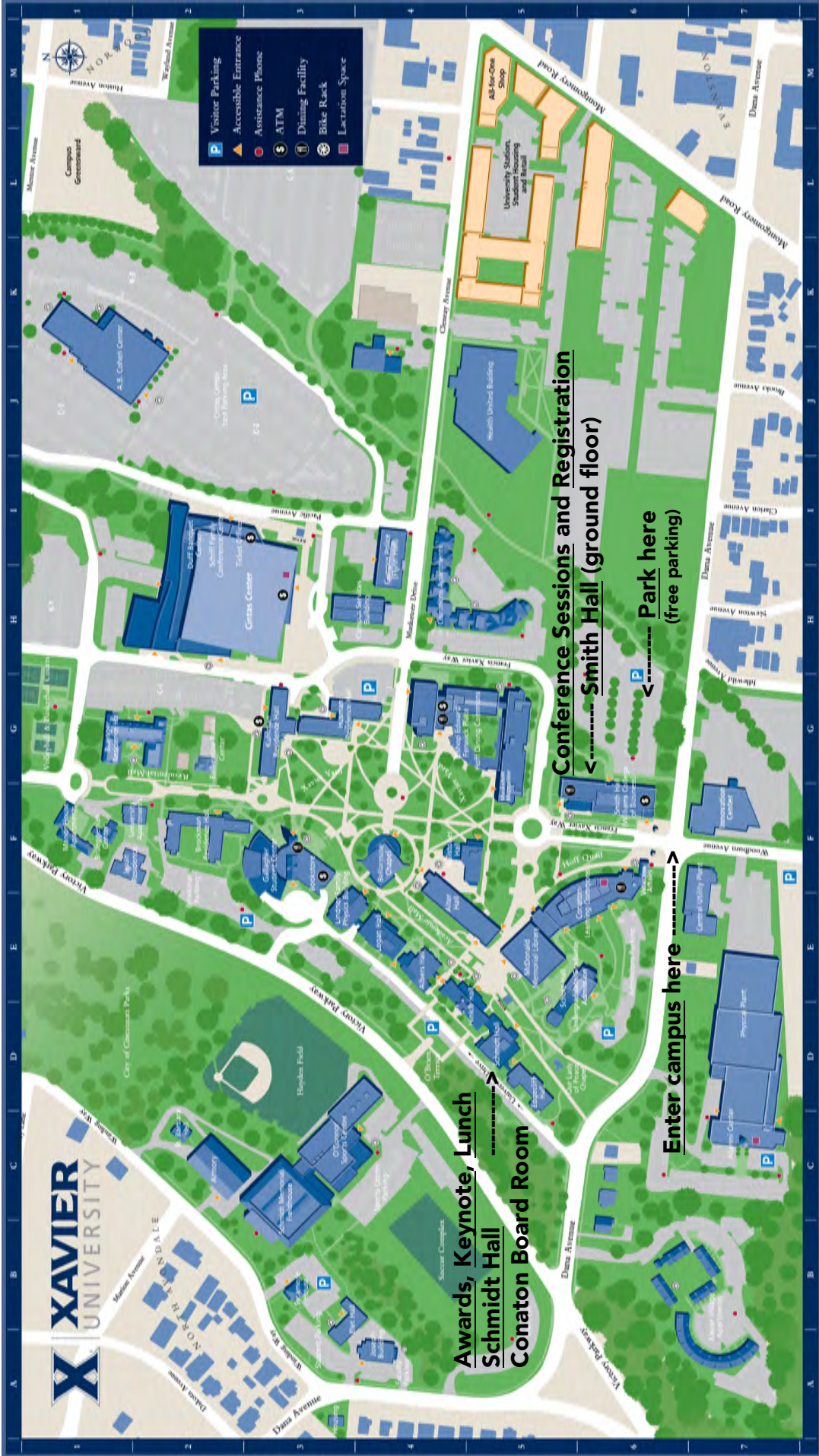
**Awards, Keynote, Lunch
Schmidt Hall
Conaton Board Room**

**Conference Sessions and Registration
Smith Hall (ground floor)**

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(free parking)**

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- Accessible Entrance
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- Dining Facility
- Bike Rack
- Lactation Space





Welcome Members!

It is with great honor and excitement that we welcome you to the 83rd annual conference. In keeping with this year's conference theme of "Enhancing Our Communities Through Communication," this year's sessions showcase the community we have built within our discipline, between our colleagues, and throughout our Association.

We are especially grateful to gather on the beautiful campus of Xavier University in Cincinnati, Ohio. We hope that you will enjoy the fellowship, scholarship, and camaraderie the conference team has worked to create.

As our Association continues to grow and thrive, please know that you are always invited to help us "Enhance Our Communities" through conference attendance, presentations, and participation on our Executive Board and committees. Please feel free to talk to any board member about how you might expand your contributions to our Association.

Have a wonderful conference!

Sincerely,

Your Ohio Communication Association Executive Board

Open  Executive Board Positions

We will be electing four members to the Executive Board by electronic vote after our Saturday Business Meeting.

If you are interested in serving OCA in this capacity, we will be accepting nominations from the floor during the Business Meeting.

If you have any questions about what each of the open positions require, feel free to ask any current or former OCA Board Member or review our bylaws available at www.ohiocomm.org.

Positions available for the 2019-2020 Executive Board:

Northeast District Representative

Southeast District Representative

Graduate Student Representative (Two Positions)



Social Media Contest and Raffle



Use **#OCA2019** to tag your posts and pictures on Instagram, Twitter, and Facebook during the conference (remember to make your posts public).

One raffle ticket will be entered into the drawing for each public post you tag with #OCA2019.

You can earn additional raffle tickets by:

- Picking up your conference packet
- Turning in completed session evaluations to the registration table

We will raffle **\$50 - \$100 Amazon gift cards** at the Awards Ceremony, the Business Meeting, and at the end of the conference.

You **MUST** be present to win.

A huge thank you to The University of Akron School of Communication for sponsoring OCA's 2019 Social Media Contest.



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welcoming our newest faculty by
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joining us on the main campus

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ENCHANCING OUR COMMUNITIES THROUGH COMMUNICATION

Thursday, October 3

5:00 – 8:00 pm **Executive Board Meeting** Hilton Garden Inn Cincinnati Midtown

Friday, October 4

1:00 – 2:00 pm **Conference Registration** Smith Hall - Atrium

1:00 – 5:00 pm **Opportunity Fair** Smith Hall - Atrium

1:00 – 5:00 pm **Poster Display**
(posters judged from 2:00-2:50pm) Smith Hall - Atrium

2:00 – 5:00 pm **Conference Sessions** Smith Hall - G23, G27, G29, G30

5:00 – 7:00 pm **Awards Ceremony**
Sponsored by Kent State University
School of Communication Studies
(appetizers and cash bar) Schmidt Hall - Conaton Board Room

Saturday, October 5

8:00 – 9:00 am **Conference Registration** Smith Hall - Atrium

8:00 – 9:00 am **Networking Breakfast** Smith Hall - Atrium

8:00 – 11:15 am **Opportunity Fair** Smith Hall - Atrium

9:00 am – 2:00 pm **Poster Display** Smith Hall - Atrium

9:00 – 10:50 am **Conference Sessions** Smith Hall - G23, G27, G29, G30

11:15 am – 12:15 pm *Enhancing Community Through
Difficulty Conversations: The
Challenges and Transformative
Potential of Engaged
Communication Scholarship*
**Keynote Speaker: Laura Black,
Ohio University** Schmidt Hall - Conaton Board Room

12:50 – 1:50 pm **Lunch and Business Meeting** Schmidt Hall – Conaton Board Room

2:00 – 3:50 pm **Conference Sessions** Smith Hall - G23, G27, G29, G30



2019 OCA Poster Competition



During the poster session, judges will review posters in a variety of areas including construction of the poster, presentation skills, and quality of research.

Posters will be judged between 2:00 and 2:50pm on Friday, October 4.

The top poster will be recognized during the Awards Ceremony on Friday evening.

Posters will be displayed from 1:00 pm to 5:00 pm on Friday, October 4 and 9:00 am to 2:00 pm on Saturday, October 5 in the Smith Hall Atrium.

Poster Judges:

Andrew Hunt (Ohio University)

Donell Murray (Morehead State University)

Jennifer Helen Schneider (Cleveland State University)

Posters:

Negotiating an Identity Crisis: Muslim Women on Social Media in the United States

Toqa Hassan (The University of Akron)

No Hope for Dope: Using the Third-Person Effect Hypothesis to Examine Ohioans' Reactions to Issue 1

Casey Hess (Wilmington College), Audrey Wagstaff (Wilmington College), Carley Wilson (Wilmington College)

Exploring Gender Norms Associated with Choosing a Medical Specialty

Samantha Hickey (Youngstown State University)

Visual Paradoxes in the Meso-Cultural World

Emma Van Veldhuizen (Cedarville University)

What You See is Not What You Get: Advertising Culture, Performing Propaganda

William Kelvin (Kent State University), Tianhong Zhang (Kent State University)

Session Chair: Elycia Taylor (Columbus State Community College)

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for being part of this milestone*



Complete Session Surveys – Earn More Raffle Tickets

We value your feedback, so we ask you to complete a short survey at the end of each conference session. We will use the feedback when making programming decisions for future conferences, so please make your opinion known.

Every session survey returned to the registration table will earn one raffle ticket. Raffles for Amazon gift cards will occur throughout the conference.

Thank you to The University of Akron School of Communication for sponsoring our raffle and social media contest.



The University of Akron
School of Communication

Conference Sessions – Friday, October 4

2:00 – 2:50 pm

Session Date/Time: 10/4 2:00-2:50 pm	Session Type: Panel <i>Research</i> Paper Discussion	Session Location: Smith Hall – G23
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Examining Regulative Fiction in Biography

Keegan D’Alfonso (Cedarville University)

This paper is an analysis of the use of the theory of regulative fiction in historical narrative, specifically biography, and intends to demonstrate how regulative fiction can be a valid literary theory for providing a true historical account. Regulative fiction is the use of rhetorical techniques to form crafted explanations in the ordering of and interpretation of collected data without including falsehood into a historical narrative. In this paper a new two-part categorization for regulative fiction is suggested, which emphasizes the use of rhetorical techniques in narrative reconstruction and the use of focalization to allow the biographer to provide new data or raise awareness. The implications include a shift away from positivism and the development of regulative fiction as a literary theory that maintains fidelity to the subject while allowing for the use of rhetorical techniques.

Enhancing Community Through Narrative Dialogue

Derrick Green (Cedarville University)

America is becoming increasingly polarized. The increased polarization decreases the opportunity for communities to resolve conflict in a peaceful manner. Using Walter Fisher’s narrative paradigm and Benjamin Broome’s theory for using dialogue as building a culture of peace the author proposes a synthesis of the two theories that focuses of narration as a rhetorical choice for conflict resolution rather than deliberation. The author suggests narrative is the best approach to establishing a shared identity among conflict group and thus leading to a culture of peace. The author offers suggestions for the use of the narrative paradigm at each stage of Broome’s theory. Furthermore, the author suggests that as the conflict groups engage in dialogue to understand the other’s narratives, they will cooperate to construct a new narrative of hope and peace that has narrative fidelity for members who did not participate in the dialogue group.

Health in a Food Desert: A Qualitative Examination of Health in Northside

Brandon Mock (University of Cincinnati)

Northside is a community in the central side of Cincinnati that includes approximately 1600 individuals that fall at or below the poverty line (U.S. Census, 2010). After the community’s Save-A-Lot closed, this community was left with no access to fresh food within a two-mile radius of the community. In the fall of 2019, the author was recruited to conduct market research for Apple Street Market, A community owned grocery store attempting to open in Cincinnati’s Northside community. Using a series of focus groups and interviews, the author examined the meanings of health that exist for members of the community. In order to let the lived experiences of these community members show through, narratives were constructed from participant’s responses. Using a narrative analysis, themes were identified from the narratives provided by participants and tensions were identified from the dataset.

Intersectionality of Latino Students in Higher Education and the Role of Academic Advisors Through Interpersonal Communication

Frank Nolasco (Youngstown State University)

This study examines the intersectionality of Latino students in higher education through the discussion of specific cultural and institutional barriers at two Midwest universities. An ethnography approach was used over the course of one academic semester to discover trends and themes about these barriers. Communication theories including the Bridging Multiple Worlds Model (BMW), Social Capital Theory, and Social Cognitive Career Theory (SCCT) are examined. Findings reveal that the lack of access to information, lack of cultural capital, and intersectionality affect the ability of Latino students to succeed at a university. The roles of academic advisors are discussed in regard to interpersonal communication to examine how university staff can most effectively aid Latino students in college. Limitations and suggestions are given for future research.

Session Chair: Liane Gray-Starner (Ohio University)



Session Date/Time: 10/4 2:00-2:50 pm	Session Type: Workshop <i>Teaching</i>	Session Location: Smith Hall – G27
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Help I'm Lost!!! Helping Students Navigate Online Communication Courses

Jaietta Jackson (Youngstown State University)

This discussion will provide tips about how to help students navigate online communication courses. Communication courses can be intimidating, but if the steps taught in this discussion are utilized students' participation in online courses can be less daunting. In my current course, students are to give speeches online, create online blogs and interact with each other online. This session will discuss tips and best practices to keep students engaged and on track when taking an online course. I will also discuss the problems that occur with online interactive courses and how those problems can be addressed.

Session Chair: Patricia Henry (Eastern Michigan University)


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Dr. Anthony Limperos,
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Conference Sessions – Friday, October 4

3:00 – 3:50 pm

Session Date/Time: 10/4 3:00-3:50 pm	Session Type: Panel <i>Research</i> Discussion	Session Location: Smith Hall – G23
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Undergraduate Research Community: Communication Research Topics Developed by Undergraduate Students

Kaylin Duritsch (Miami University), Amber Maloney (Miami University), Bailey Schunk (Miami University), Cassidy Woodson (Miami University)

This panel features the work of four undergraduate students who developed separate research projects for their quantitative research methods class. The papers demonstrate the breadth and depth of topics selected by students, as well as linking communication theory with quantitative methods. In addition, the discussion panel will help to highlight important topics that students are interested in and have identified as needing additional research.

Session Chair: Jeff Kuzenkoff (Miami University)

Session Date/Time: 10/4 3:00-3:50 pm	Session Type: GIFTS <i>Teaching</i>	Session Location: Smith Hall – G29
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Extraordinary Weather Event Family Narrative

Sharon Croft (Capital University)

Let's Mingle!: Developing Communication Confidence and Creating Connections through Mock Networking Events

Jessica Furgerson (University of Cincinnati Blue Ash College)

Audience Adaptation for Public Speaking

Maggie Heath-Bourne (University of Cincinnati)

Serving Those Least Served: Justice, Race, and Class

Kelly O'Donnell (University of Pittsburgh)

Integrating Student Group Work and Instructor Facilitation (ISGIF) to Encourage Student Class Participation and Increase Knowledge of Course Material

Molly Taggart (Kent State University)

Sam Croy (Kent State University)

Julia Pieri (Kent State University)

Session Chair: Cody Clemens (Marietta College)

Conference Sessions – Friday, October 4

4:00 – 4:50 pm

Session Date/Time: 10/4 4:00-4:50 pm	Session Type: Scholar Spotlight	Session Location: Smith Hall – G23
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Enhancing Communities with Judith S. Trent (Professor Emerita, University of Cincinnati)

This will be a conversation about her contributions to communication in several communities. We will explore her career observations and work on political communication including questions from the audience.

Introduction: Tammy Bosley, OCA President (Lorain County Community College)

Session Chair/Interviewer: Jerry Feezel, Past President SCAO (Kent State University)

Session Date/Time: 10/4 4:00-4:50 pm	Session Type: Panel Research Paper Discussion	Session Location: Smith Hall – G27
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“Paws”-ing to Swipe: The Effects of Inclusion of Dogs in Online Dating Profile Pictures Kelly Dillon (Wittenberg University), Maggie Keverline (Wittenberg University)

This study examines if having a dog present in a Tinder user’s profile picture increases engagement with that profile. This Tinder engagement is quantified in likeliness to send the other user a direct message, number of users who wish to indicate interest in the other user by “swiping right”, and time spent making this decision. Although data still needs to be collected, an independent t-test will be used to analyze the data of Tinder profile pictures with dogs in the experimental condition and without dogs in the control condition. It is predicted that placing a dog in one’s Tinder profile picture will increase engagement and the user benefits by having a higher number of “matches”. This study will add to the research determining what makes a successful profile picture, the generally positive effects that a dog can have on lives, and the potential relationship existing between them.

Facetime and Long Distance Romantic Relationships: Visually Satisfying Amber Maloney (Miami University)

The goal of this study is to see how Facetime effects long distance romantic relationships, comparing it to other forms of communication previously used. The author plans to conduct a study with a questionnaire designed through Qualtrics. Answers are to be recorded anonymously, then compared to a version of Hendrick’s (1988) Relational Assessment Scale. We believe that findings will indicate that in a long distance romantic relationship, Facetime brings more relational satisfaction over any other form of communication previously used and studied. The data collected proved that romantic partners in a long distance romantic relationship are using Facetime or other forms of video chat more if they are geographically farther apart.

Has Instagram Created Wanderlust: How Experiential Sharing Is Influencing Happiness Crawford Warrick (Youngstown State University)

Instagram, a prominent social media site, has created a digital hub for the consumption of visual content. Instagram currently has over 1 billion monthly users and has over 95 million images and videos uploaded to its site daily. More than half of Instagram’s users are millennials. Previous research has found that the element most common in social comparison to be assimilation. This research has examined how social comparison through social media causes assimilation among users who are viewing the content being posted. Individuals who have low self-esteem and view content online will want to achieve the same experience that they see posted in the hope of bettering their self-perception. The goal of this study is to determine whether this social comparison is healthy, or if it stems from malicious intent. This study looks at how assimilation through Instagram will increase the individuals’ travel inspiration while positively affecting a persons’ subjective-vitality.

Session Chair: Audrey Wagstaff (Wilmington College)



2019 OCA AWARDS CEREMONY

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Kent State University

School of Communication Studies

Friday, October 4

5:00 – 7:00 pm

Schmidt Hall – Conaton Board Room

appetizers and cash bar available

Master of Ceremonies:

Amber Ferris, OCA Vice President (University of Akron)

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Conference Sessions – Saturday, October 5

9:00 – 9:50 am

Session Date/Time: 10/5 9:00-9:50 am	Session Type: Panel <i>Research</i> Discussion	Session Location: Smith Hall – G23
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The Innovation Paradox: Discussing the Challenges and Opportunities of Researching New Technology

Amber L. Ferris (The University of Akron), Erin Hollenbaugh (Kent State University at Stark), Anthony M. Limperos (University of Kentucky)

We live in an age of communication technology innovation. As new social media platforms, gaming systems, smart phone technology, and streaming services develop, others fade from popularity. With each new iteration of these media, scholars are presented with new possibilities for research. However, there are often unforeseen challenges to publishing this research. Academic journals are often slow in returning reviews and research can sit for over a year awaiting publication. Therein lies the paradox: new technologies are innovating much faster than the information dissemination process, which limits innovation in academia. The purpose of this panel is to spark lively discussion among panelists and attendees about the challenges and opportunities afforded by the innovation paradox. This panel provides an opportunity to ‘pick the brains’ of active researchers in new technology who have been studying new technologies for 10-15 years each and have collectively published in some of the disciplines’ top journals.

Session Chair: Erin Hollenbaugh (Kent State University at Stark)

Session Date/Time: 10/5 9:00-9:50 am	Session Type: Panel <i>Teaching</i> Discussion	Session Location: Smith Hall – G29
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OER (Open Educational Resources) to the Basic Public Speaking Course

James Jarc (Central Ohio Technical College), Janny Nauman (North Central State College), Jessica Papajcik (Stark State College)

WHO creates and uses OER Resources?
WHAT are OER Resources?
WHEN is the time for implementing OER Resources -- NOW?
WHERE to find OER Resources?
WHY use OER Resources: Saving Money and Beyond?
HOW to implement OER Resources in the Basic Public Speaking course?

Session Chair: Molly Taggart, Kent State University

	<p><u>SAVE THE DATE</u> October 2 – 3 , 2020 Annual OCA Conference Youngstown State University</p>	
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Session Date/Time: 10/5 9:00-9:50 am	Session Type: Panel <i>Research</i> Paper Discussion	Session Location: Smith Hall – G27
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He Said, She Said: Does Gender Make a Difference in the Way Politicians Use Social Media?

Maria Bova (Youngstown State University), Parker Hake (Youngstown State University), Britany Hickey (Youngstown State University), Hannah Mayberry (Youngstown State University), Luciano Romeo (Youngstown State University), Maria Santana (Youngstown State University)

He Said, She Said: Does Gender Make a Difference in the Way Politicians Use Social Media is a content analysis that presents the ways genders communicate differently concerning politics on social media. Previous research confirms that people do communicate differently according to their gender. Also, different genders use social media in various ways which can cause politicians to live up to the gender stereotype. With today’s society being so heavily reliant on social media networks this research study is unique because it not only examines how genders communicate differently but specifically the role social media plays on those different communication styles.

Comforting Narratives for Discomforting Bodies: Transitioning from Being, to Knowing, to Telling

Dennis Foust, Shariq Sherwani (Ohio University)

Narratives are a powerful socialization tool helping transmit knowledge, rules, and information while navigating the social characteristics and relationships between individuals (friends, family, and strangers) within communities. Human suffering, whether bodily, emotional, or communal, is inevitable and linked directly with the inherent desire for freedom, giving meaning to suffering, and making sense of our “Being-in-the-world” with a desire to enhance our communities. This paper will focus on exploring three narrative themes within the context of the human body namely, (a) Being (ontology): how narratives help establish self-identity, (b) Knowing (epistemology): how narratives allow the narrators to own their stories, and (c) Telling (narratology): how narratives provide impetus to find voice for ill bodies (marginalized communities). This paper will argue how bodies construct, perform, and sensitize us to the stories that we tell and how such narratives provide structure, plot, and meaning to our lived experiences within our communities and societies.

The Impact of Digital Divide and Knowledge Gap Phenomena and its Relation to Community Engagement and Participation

Yaitza Marie Ortiz (Youngstown State University)

The digital divide has caused a knowledge gap among people (Eastin, Cicchirillo, & Mabry, 2015). It has become increasingly vital for individuals to know how to gain the information they need. What people know is largely based on their socioeconomic status, educational backgrounds, and race (Eastin, Cicchirillo, & Mabry, 2015). People’s skills and motivation also play a role in what they know. There are numerous mass media channels used for entertainment and information seeking. The problem is that a knowledge gap continues to exist; the goal becomes to figure out ways to help bridge the gap, create awareness of local issues and events, and get people involved. Results revealed that we should not conceal and instead be real about how we get information out to the community. Patterns in participant responses discovered that word-of-mouth, signage, and social media are the most effective ways of creating awareness of issues and events.

Pervasive Technologies and Addiction: How Workaholics Construct Boundaries for Recovery in a Digital Era

Laura Russell (Denison University)

Digital media have drastically changed occupational landscapes. Mobile technologies in particular enable employees to work anywhere at any time. Consequently, expectations for when and when not to work have become increasingly uncertain. The current study focuses on how self-proclaimed workaholics of Workaholics Anonymous (WA) rely on social support. Through participant observation and textual analysis, the author examines the symbolic interactions that constitute members’ recoveries. A grounded theory analysis of the data reveals how members re-construct their work habits through reflecting introspectively, articulating their intangible losses brought about by excessive labor, expanding their awareness of present time, and resisting their impulsive/compulsive work habits. Findings from structuration perspective (Giddens, 1979) are offered for how individuals may exercise agency when facing personal and occupational pressures associated with work.

Session Chair: Paul Sommer (Kent State University at Stark)



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Conference Sessions – Saturday, October 5
10:00 – 10:50 am

Session Date/Time: 10/5 10:00-10:50 am	Session Type: Workshop <i>Research</i>	Session Location: Smith Hall – G29
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Survey/Scale Development Workshop: Measuring Attitudes and Behavioral Intent
Moderated by Indirect/Direct Experience with Death and Dying
Jennifer Helen Schneider (Cleveland State University)

Developing compassionate communities of practice means promoting and integrating social approaches to mindful living, dying, death and bereavement in one’s everyday life. Sue Woodman wrote that, “for as long as people have been dying, societies have held opinions as to the value of their deaths: whether they are noble and transformational, or cowardly and sinful, even treasonous. Over the centuries, these judgments have shifted along with the ethical values of the age. No kind of death has elicited such dramatically changing convictions as death by suicide and assisted suicide.” This hands-on panel/workshop relates to research around attitudes and behaviors around suicide and assisted suicide, moderated by direct experience with death and dying.

Session Chair: Maria Clara Martucci (Wayne State University)

Session Date/Time: 10/5 10:00-10:50 am	Session Type: Panel <i>Research</i> Discussion	Session Location: Smith Hall – G23
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Rhetorical Influence and Community Concerns

Panagiota Boulas (Capital University), Sharon Croft (Capital University), Marshall Evans (Capital University), Joshua Kraynek (Capital University), Mareena Michael (Capital University)

In this panel, we explore the use of and responses to different communication strategies employed by groups/organizations to address immediate concerns within their communities. Each paper focuses on a specific community concern: ensuring nuclear safety in the United States during the Cold War, the undervaluing of female athletes, re-attracting tourists to Pigeon Forge in the immediate aftermath of the 2016 Great Smoky Mountain fires, and combating white nationalists who were emboldened by the results of the 2016 presidential election. Central within each of these analyses is not only a detailed examination of the evidence, visual elements, and narrative structures of these rhetorical efforts but also a highlighting of the crucial role that the communication medium (radio broadcasts, online videos, social media posts, and counter-protests) played in the efforts of these groups/organizations to bring about what they perceived to be positive outcomes for their communities.

Session Chair: Sharon Croft (Capital University)

Respondent: James Jarc (Central Ohio Technical College)

Session Date/Time: 10/5 10:00-10:50 am	Session Type: Panel <i>Teaching</i> Discussion	Session Location: Smith Hall – G27
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“I’d rather have a root canal”: Cultivating Enthusiasm in the Undergraduate/Graduate Research Course

Becky Curnalia (Youngstown State University), Rekha Sharma (Kent State University), Jeffrey Tyus (Youngstown State University), Audrey Wagstaff (Wilmington College)

It’s the course undergraduates dread: Research. Nevertheless, research plays an integral role everyone’s lives – scholars and non-scholars, alike. In this panel discussion, faculty who regularly teach research courses at their institutions will get to the “root” of executing a successful research course. They will share best practices for teaching the research course, inspiring aspiring (and not-so-enthusiastic) future researchers, and conducting publishable research with undergraduate and graduate students. The panelists will share resources and the strategies that have been most successful for them, and encourage participation/questions from the audience.

Session Chair: Casey Hess (Wilmington College)



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KEYNOTE PRESENTATION



Saturday, October 5

11:15 am – 12:15 pm

Schmidt Hall – Conaton Board Room

**Enhancing Community through Difficult Conversations:
The Challenges and Transformative Potential of Engaged Communication Scholarship**

Laura W Black, Ph.D.

Laura Black (PhD, University of Washington) is an associate professor in the School of Communication Studies at Ohio University. She is the outgoing editor of the *Journal of Public Deliberation* and was one of the founders of the Public Dialogue and Deliberation Division of NCA. She is a group communication scholar whose research focuses on public dialogue, deliberation, and community engagement. Her research examines communication practices such as disagreement, storytelling, listening, and facilitation strategies to better understand how groups can address complex problems together in light of having different, deeply-held values. Her work has been published in *Communication Theory*, *Journal of Applied Communication Research*, *Western Journal of Communication*, *Small Group Research*, and several edited books. She also works in her local community as a facilitator and leader of community conversations.



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Dr. Laura Black

**your keynote speaker
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LUNCH AND BUSINESS MEETING

Saturday, October 5

12:15 – 1:50 pm

Schmidt Hall – Conaton Board Room

Conference Sessions – Saturday, October 5

2:00 – 2:50 pm

Session Date/Time: 10/5 2:00-2:50 pm	Session Type: Panel <i>Research</i> Paper Discussion	Session Location: Smith Hall – G23
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Characterizing Female Athletes in Social Media

Leticia Nicole Gonzlez (Miami University)

Social media has played a major role in society when it comes to meeting people and communicating with each other. However, when it comes to commenting on other people's photos on social media, people tend to classify people into categories based on their body image and or personality. This is more likely so to happen with female athletes. Their fan base and or audience tend to categorize them based on their body image whether they are too masculine or too feminine. Sometimes when categorizing female athletes, it may not be so obvious, however, it all depends on the type of verbiage the individual uses to describe the female athletes. Sometimes, in telling a woman that she is strong can be interpreted as positive but it can also be interpreted as a masculinized characteristic of a woman. Regardless of these comments, female athletes still embrace themselves as women.

Sports Have Changed: Modern Sports Fandom Through the Lens of Scientific Management

Cory Hillman (Ashland University)

The purpose of this paper is to investigate how fantasy sports, sports gambling, and sports analytics are constructing a new kind of fandom that relates to sports through a scientific management perspective. Using Maurice Charland's (1987) constitutive rhetoric, this essay explores the role of rhetoric in creating audiences to embody certain habits of thinking and behavior toward certain desired ends. Finally, this paper explores how these shifts, more generally, reflect the economic ideology known as neoliberalism and the rise of "big data" within popular culture.

What's Wrong with Baseball: (Re)Imagining, (Re)Experiencing, (Re)Communicating Baseball

Shariq Sherwani (Ohio University)

This research paper focuses on communicating the legacy of baseball and community and how the consumer purchase decision-making process is at the center of communicating and marketing decisions. In this paper, the Major League Baseball (MLB), a professional baseball organization, is used as a representative of baseball overall, instead of a specific team. How MLB communicates baseball to its consumers, the problems that MLB faces with regard to the declining attendance at baseball games are recognized, and marketing strategies are discussed. Included in the strategic model are the factors that affect attendance at ballparks. The relationship between consumer's evaluation of purchase and available options (baseball's competitors) is analyzed. It is hypothesized that the results will help MLB segment the market appropriately for best returns possible by designing and communicating targeted marketing strategies. Recommendations are made for designing effective marketing strategies that can be implemented for increasing the attendance at ballparks.

Session Chair: Rekha Sharma (Kent State University)

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Session Date/Time: 10/5 2:00-2:50 pm	Session Type: Panel <i>Research</i> Top Paper Discussion	Session Location: Smith Hall – G27
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Top Undergraduate Paper

Will You Tell Me More?: Exploring Snapchat’s Accelerating Effect on Self-Disclosure Grazia Accordino (Youngstown State University), Mary-Eileen Dunn (Youngstown State University), Josie Fisher (Youngstown State University), Lindsay Simstad (Youngstown State University)

It is evident that the prevalent use of social media has transformed how individuals communicate in their everyday lives. This research study highlights disclosure behavior and attitudes among college students on social media, specifically focusing on the platform Snapchat. This study intends to expand on the social penetration theory and six dimensions of self-disclosure that include breadth, depth, frequency, duration, veracity, and valence. The authors hypothesize that the use of the social media application Snapchat will accelerate the progression of disclosure along five out of six previously mentioned dimensions. Through this study, a survey determined that participants identify with Snapchat as influencing and encouraging disclosure. Further understanding of this study as it relates to previous research is beneficial to all users of the application as well as individuals exploring new ways to communicate.

Top Graduate Paper

From Representation to Networking: Enhancing Federal Agencies’ Administrative Power and Public Support through Social Media Practices Maria Clara Martucci (Wayne State University)



Through a quantitative content analysis, this study analyzed how 12 American federal agencies are using social media platforms to cultivate relationships with their clientele and the general public. Results indicate that a few agencies are already employing bidirectional communication strategies that foster dialogues with their audiences. Additionally, this study demonstrates that agencies engaging in two-way symmetrical communication practices are the ones presenting higher levels of public support and administrative power.

Top Graduate Paper

Mental Health Support: A Case Study Using Bona Fide Group Perspective Heather Matthys (Ohio University)

Throughout its history the MHSI claimed to foster a sense of community by creating a positive space for individuals with mental health conditions to engage in activities with their peers and with the community. Community is central for individuals “to provide a sense of belonging and support” (Haight, 2018, p. 364). Furthermore, in regard to community’s importance on identity Kanter (1972) noted that “the investment of self in a community, acceptance of its authority and willingness to support its values, is dependent in part on the extent to which group life can offer identity, personal meaning, and the opportunity to grow” (p. 73). The MHSI offers a unique opportunity to further investigate how groups are formed by offering a bona fide group, which meets in an environment free of the stigma mental health conditions, can incur.

Session Chair: Jeff Tyus (Youngstown State University)
Respondent: Laura Black (Ohio University)


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Conference Sessions – Saturday, October 5

3:00 – 3:50 pm

Session Date/Time: 10/5 3:00-3:50 pm	Session Type: Panel <i>Research</i> Discussion	Session Location: Smith Hall – G23
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Fracturing Fictions of Fear: Phenomenological Research on the Social Constructions and Enactments of Fear

Sophie Hudson (Denison University), Joanna Klinedinst (Denison University), Ivan Maldonado (Denison University), Laura Russell (Denison University), Zoe Whelan (Denison University), Jack White Jr. (Denison University)

Personal hardships, interpersonal conflicts, and political tensions paint the landscape of our social world today: a “culture of fear” (Fuerdi, 2002). Fear interweaves the everyday interactions shaping our local communities and close relationships (Svendsen, 2008). College institutions in particular must grapple with understanding the ways fear impedes students’ learning experiences as well as their participation in campus communities. How might persons’ lived experiences of fear be associated with the mental health challenges, needs for belonging, concerns over safety, and matters of communal trust affecting university settings? Examining fear through phenomenological investigations, panelists will address ranging topics for understanding the ways college students interpret the meaning of and respond to fear in their personal, relational and institutional lives. After sharing findings from each of their these studies, panelists will discuss practical implications for how individuals and campus communities can reconstruct fear in ways favorable for promoting collective wellness.

Session Chair: Laura Russell (Denison University)

Session Date/Time: 10/5 3:00-3:50 pm	Session Type: GIFTS <i>Teaching</i>	Session Location: Smith Hall – G29
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What I Hate About Teamwork

Liane Gray-Starner (Ohio University)

Helping Students Manage Time and Anxiety in the public Speaking Classroom; An Applied Semiotic Approach

James Jarc (Central Ohio Technical College)

Audiences "React" to Media and Popular Culture

Nancy Jennings (University of Cincinnati)

Assessing the Quality of Social Media used by Community Voluntary Agencies

Dan O'Neill (Youngstown State University)


Using Presentation Software for Student Created Games

Bryan-Mitchell Young (Ivy Tech Community College)


Session Chair: Amber Ferris (The University of Akron)

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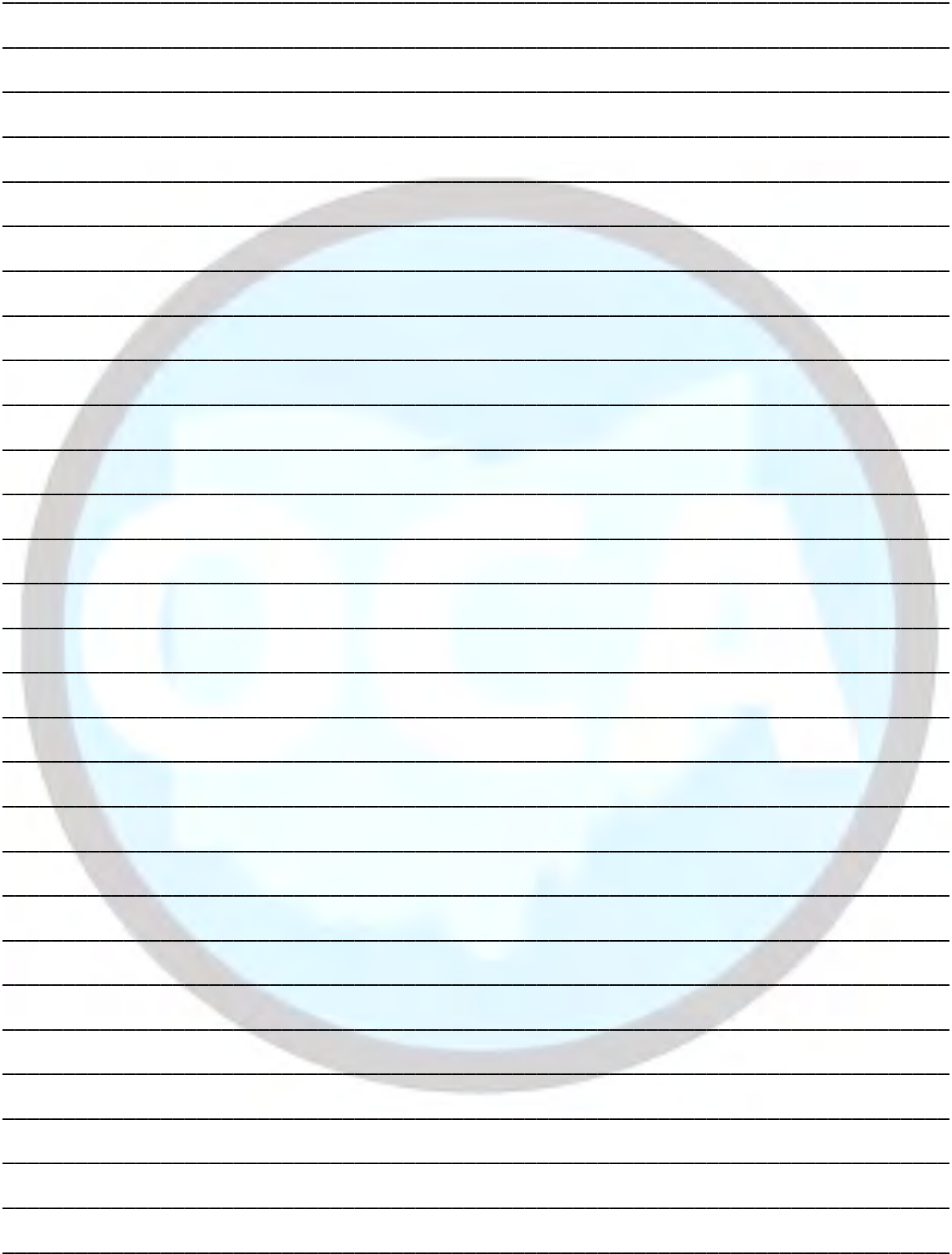
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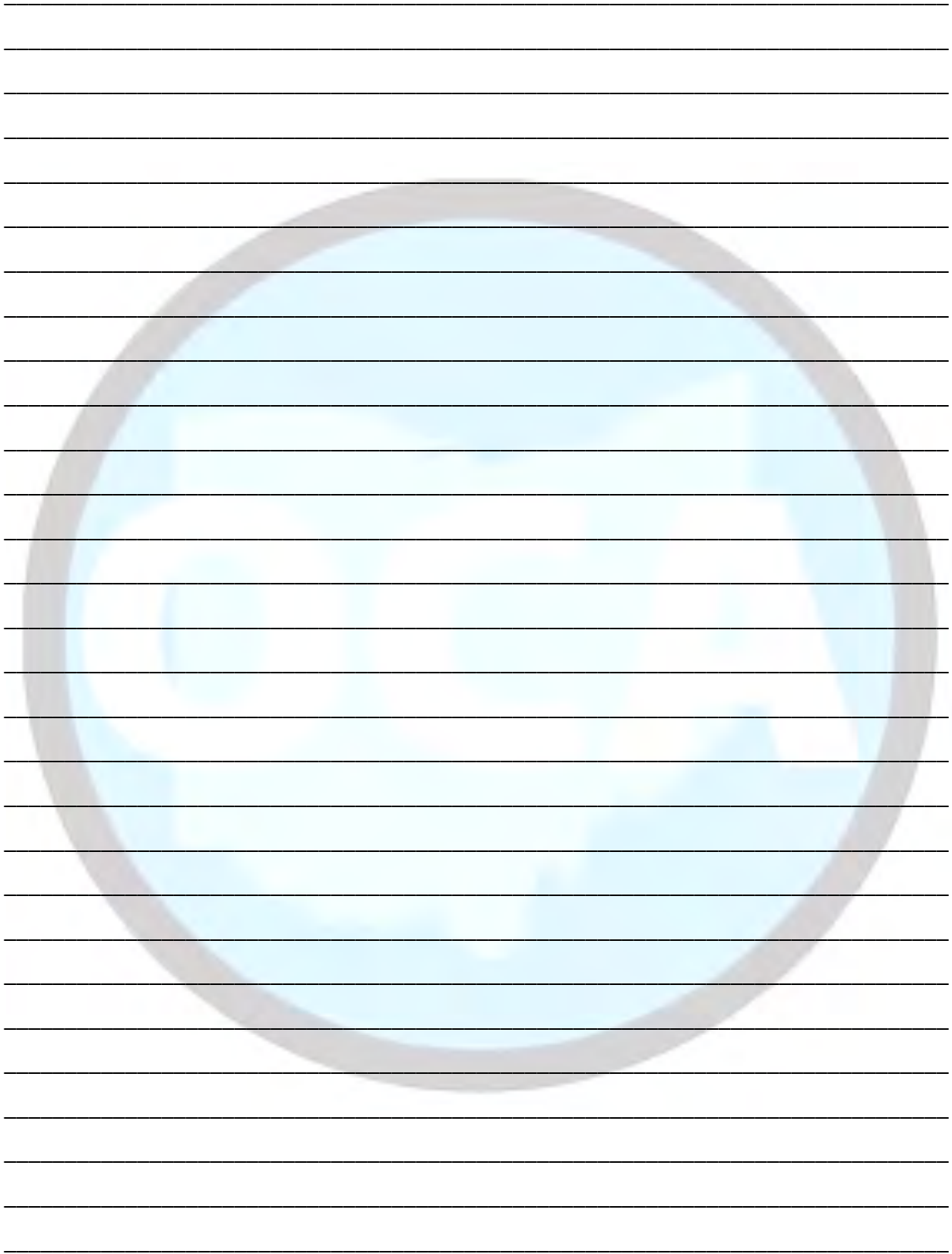
- Our hosts, Xavier University. Special thanks to Wendy Maxian, Thomas Wagner, Ryssa Kemper, and the rest of Xavier University's faculty, staff and students.
- Our partners and sponsors whose contributions help to keep registration costs low.
- All conference paper, poster, and panel reviewers; session chairs; respondents; and poster judges.
- Dr. Laura Black and Dr. Judith Trent for sharing their time and wisdom with us.

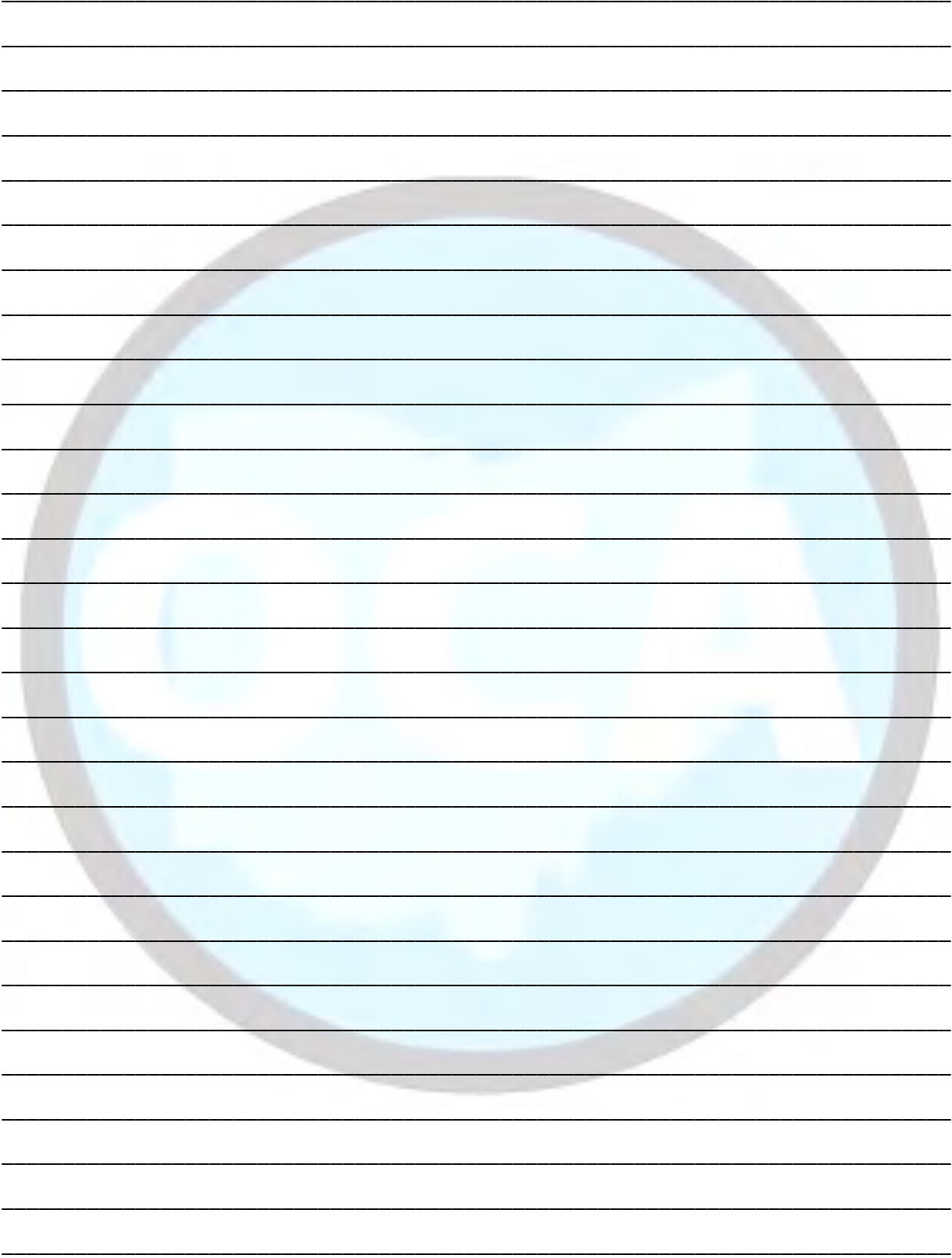


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SPECIAL THANKS

to the talented Clark State Community College students of the GPH 2085 Service Learning Capstone, under the instruction of Scott Dawson, Coordinator of Graphic Design and New Media.

The Ohio Communication Association conference program cover and postcard were created by

BRIAN WATSON.

In addition to Brian's excellent work, the final submissions were so strong that we included the additional designs on this page as a thank you for the hard work of all the students involved. The GPH 2085 Service Learning Capstone students included the following:

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