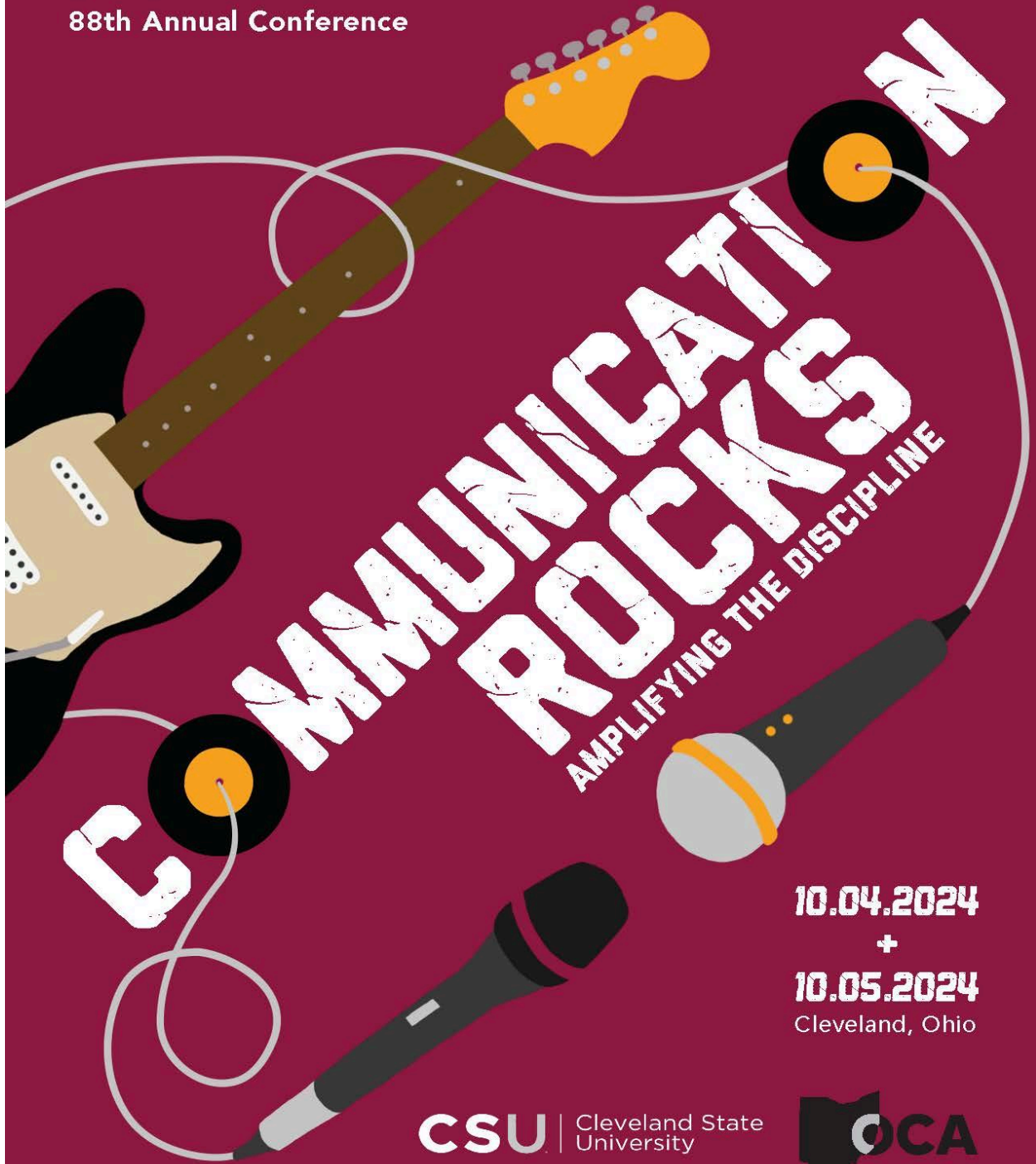


Ohio Communication Association
88th Annual Conference



10.04.2024

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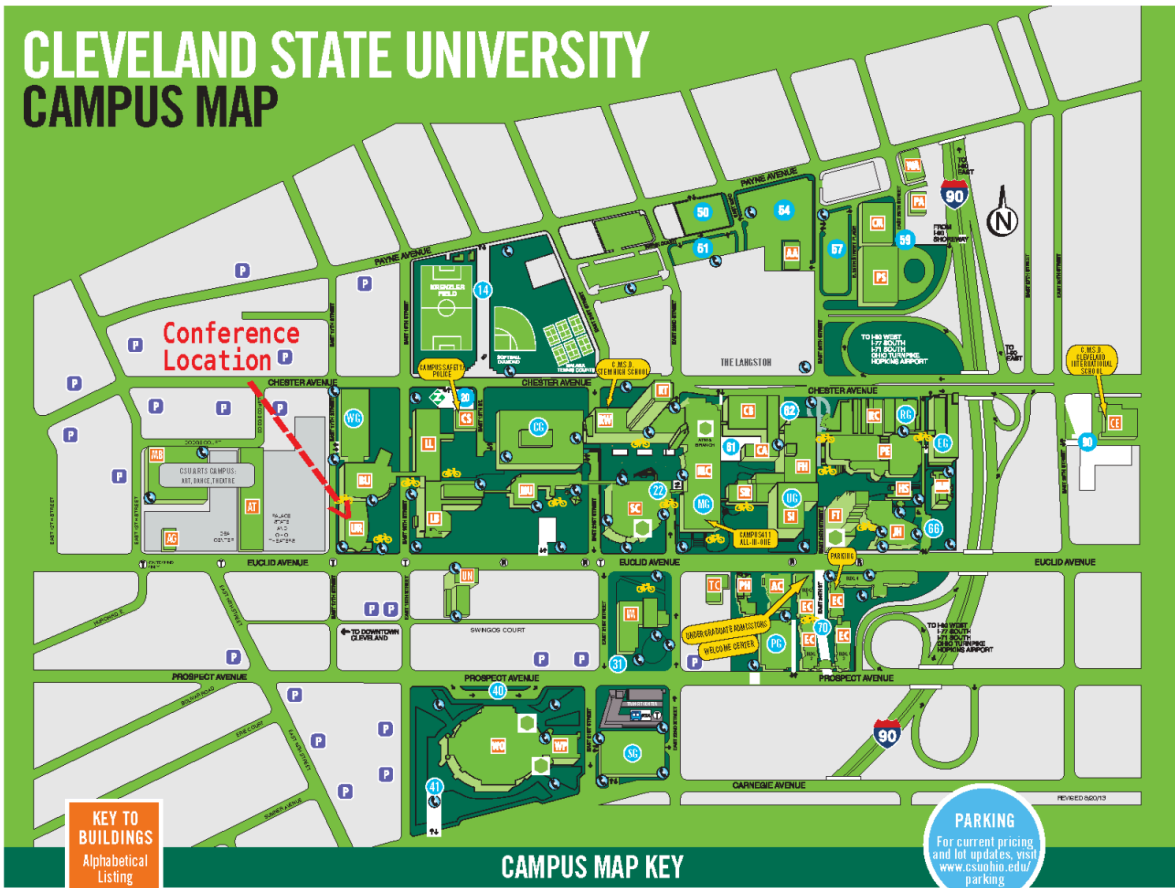
10.05.2024

Cleveland, Ohio

CSU | Cleveland State University



CLEVELAND STATE UNIVERSITY CAMPUS MAP



KEY TO BUILDINGS
Alphabetical Listing

CAMPUS MAP KEY

PARKING
For current pricing and lot updates, visit www.csuohio.edu/parking

- | | | | |
|--|----|--|----|
| AMC Annex..... | AA | Parking and Transportation Services..... | EC |
| Parker Hamfitt Administration Center..... | AC | Physical Education..... | PE |
| Allen Theater..... | AT | Robert Bursley Natatorium, Woodling Gymnasium..... | |
| Arts Campus..... | | Plant Annex..... | PA |
| Art Gallery..... | AG | Plant Services..... | PS |
| Business Building..... | BU | Recreation Center..... | RC |
| Monte Ahuja College of Business..... | | Rhodes Tower..... | RT |
| Campus Safety..... | CS | Rhodes West..... | RW |
| University Police..... | | Science Building..... | SI |
| Chester Building..... | CB | Science & Research Center..... | SR |
| Cole Center..... | CE | Viking Outfitters — CSU Books and Spiritwear..... | SC |
| Euclid Commons..... | EC | Trinity Commons..... | TC |
| Welcome Center, Undergraduate, Graduate and International Admissions, Parking & Transportation Services, Residence Life..... | | Temporary..... | |
| Fenn Hall..... | FH | Union Building..... | UN |
| Wastkewicz College of Engineering..... | | NEOMED Campus at CSU, Health/Counseling Services..... | |
| Fenn Tower..... | FT | Urban Building..... | UR |
| Health Sciences..... | HS | Glickman-Miller Hall, Maxine Goodman Levin College of Urban Affairs..... | |
| Center for Innovation in Medical Professions..... | IM | Wallingford Building..... | WA |
| Julka Hall..... | JH | Wolstein Center..... | WO |
| College of Education and Human Services..... | | Bert L. & Iris S. Wolstein Center, Henry A. Goodman Arena..... | |
| School of Nursing..... | | Wolstein Center Pavilion & Banquet Center..... | WP |
| Law Building..... | LB | Gerald H. Gordon Conference Pavilion..... | |
| Bert L. Wolstein Hall, Cleveland-Marshall College of Law..... | | | |
| Law Library..... | LL | | |
| Library..... | LT | | |
| Michael Schwartz Library..... | | | |
| MAGNET Building..... | CM | | |
| Main Classroom Building..... | MC | | |
| The Jack, Joseph, and Morton Mandel Honors College..... | | | |
| Mather Mansion..... | MM | | |
| Middough Building..... | MB | | |
| Arts Campus..... | | | |
| Music & Communication..... | MU | | |
| Waetjen Auditorium, Drinko Recital Hall..... | | | |
| Parker Hamfitt Hall..... | PH | | |

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LOT	HANGTAGS	VISITOR PARKING	LOT	HANGTAGS	VISITOR PARKING
20	G E N	⊘	70	W E N	⊘
21		⊘	90		⊘
22 **		⊘	CG*	G E N	⊘
31		⊘	EG*	G E N	⊘
40	W E N	⊘	MG**	G E N	⊘
41	W E N	⊘	PG*	PG	⊘
50	W E N	⊘	RG**	REC Parking Pass	⊘
51	W E N	⊘	SG*	G W	⊘
54	W E N	⊘	UG**	G E N	⊘
57	W E N	⊘	WG*	G E N	⊘
59		Hourly coin meter			
61	G E N				
62	G E N				
66		⊘			

PARKING KEY
 Green Hangtag G Garage Parking
 White Hangtag W Under the building parking
 Evening Hangtag E Paystation is located near the entrance of the Student Center
 Night Hangtag N
 * Paystation
 ** Paystation
 *** Paystation

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 2) Ride RTA, 3) Take advantage of metered street parking (Managed by the City of Cleveland),
 3) Select a neighborhood parking lot operated by a private parking company or 4) Borrow a Zipcar on campus 24/7!



Welcome to the **88th annual conference** for the Ohio Communication Association!

Our annual conference is a way that we can gather and foster a sense of community, and we're happy to have you join us at Cleveland State University in Cleveland, Ohio.

This year's conference theme, "Communication Rocks: Amplifying the Discipline," is a way to reflect upon how we amplify voices and encourage positive change through our teaching, scholarship, and service.

If there are ways that the Ohio Communication Association can support you further, please let us know.

Have a wonderful conference!

Sincerely,

The Ohio Communication Association Executive Board

Executive Board Open Positions

Vice President
Communication Coordinator
Conference Coordinator
2 - Member-at-Large Positions
2 - Graduate Student Representative Positions

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

If you are interested in serving OCA as the Communication Coordinator or Conference Coordinator, please speak with any of our current OCA Board Members

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

Communication Rocks: Amplifying the Discipline

Thursday, October 3

5:00 pm-8:00 pm

Executive Board Meeting

Cleveland State University | UR 351

Friday, October 4

12:00 pm-1:00 pm

Conference Registration

Glickman-Miller Hall
Levin College of Public Affairs

12:00 pm-4:00 pm

Opportunity Fair

Glickman-Miller Hall
Levin College of Public Affairs

1:00 pm-5:00 pm

Conference Sessions

Glickman-Miller Hall
Levin College of Public Affairs

5:30 pm-7:00 pm

Awards Ceremony & Raffle

Hofbrauhaus: Cleveland
1550 Chester Ave. Cleveland, OH 44114

Saturday, October 5

8:00 am-9:00 am

Conference Registration

Glickman-Miller Hall
Levin College of Public Affairs

8:00 am-9:00 am

Networking Breakfast

Glickman-Miller Hall
Levin College of Public Affairs

8:00 am-11:00 am

Opportunity Fair

Glickman-Miller Hall
Levin College of Public Affairs

11:00 am-12:00 pm

Keynote Speaker: Lisa K. Hanasono, Ph.D.
School of Media and Communication
Bowling Green University

Glickman-Miller Hall
Levin College of Public Affairs

12:15 pm-1:15 pm

Lunch, Business Meeting & Raffle

Glickman-Miller Hall
Levin College of Public Affairs

1:30 pm- 4:30 pm

Conference Sessions

Glickman-Miller Hall
Levin College of Public Affairs



Communication Rocks: Amplifying the Discipline

88th Annual Ohio Communication Association Conference
October 4-5, 2024 | Cleveland State University | Cleveland, OH

Friday, October 4

**Friday | Conference Registration
12:00-1:00 p.m.**

Location: Glickman-Miller Hall | Levin College of Urban Affairs (UR)

**Friday | Opportunity Fair
12:00-4:00 p.m.**

Location: Atrium, Glickman-Miller Hall | Levin College of Urban Affairs (UR)

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Friday | Session 1

1:00-1:50 p.m.

Location: Glickman-Miller Hall | Levin College of Urban Affairs (UR)

*Research
Papers*

Room: UR 108

*Chair: Michelle
Coleman (Clark State
Community College)*

**"A New Bourgeoisie": 1950s U.S. News Media and the
Mid-Twentieth-Century Blue-Collar Middle Class**

Christopher Cimaglio (Denison University)

This paper examines a prominent narrative in 1950s U.S. journalism which held that nearly all Americans were part of an economically secure middle class. Central to this narrative was the argument that formerly underprivileged “workers” (understood as white male blue-collar workers and families headed by these men) had seen vast increases in their social standing and now enjoyed homeownership, leisure, and a good standard of living. The paper unpacks this narrative’s connection to the influence of the Cold War on domestic politics and media: the middle-class worker was a critical symbol for government officials emphasizing the superiority of the American system, business elites touting their social responsibility, and labor liberals stressing their loyal support for U.S. capitalism. This period is valuable to consider in the context of the political debate around the decline of the same middle class whose emergence is discussed in these primary sources.

**Comparing the Differences Between Pro-Chinese Influencers on Social
Media in China and the Western**

Man Luo & Louisa Ha (Bowling Green State University)

The purpose of the study is to find out the differences between these pro-China influencers on Chinese video platforms (douyin, bilibili) and Western video platforms (YouTube) to fill up the gaps in cross-platform comparisons, including these influencers’ frequency of video updates, the number of followers, and the number of videos.

**Orature Amnesia Causing Cultural Erasure:
A Qualitative Study on Oral Literature in Kashmir**

Rayna Batool (Ohio University)

Orature is considered an archaic oral form of literature that was not written down or saved as a print. The shift from orality to literacy in Western culture started in the Romantic era (Ong, 2002) and oral literature was saved as a written text. In some other native and indigenous cultures, oral performance and text either go together or function separately (Vatri, 2017). Cultures where creative writing practices are rare are going through cultural erasure. This study will understate the significance of orature and its relation to culture. The relation between orality and culture might not be functional for Western scholarship, where the culture of writing is popular. However, in some Eastern and African cultures, writing is not popular, and most of the oral literature is forgotten or erased, which leads to cultural erasure. Culture is practised orally, but it is saved in oral folk literature or written discourse to shift it from one generation to another. Kashmir—a politically disputed territory—suffered through many literary tensions. Writing is not popular, and the tradition of folk literature festivals has been dying because of other overwhelming cultures. In this paper, I analyzed data collected through different sources. I reviewed books on Kashmir and conducted interviews with Kashmiri writers that led me to construct this argument that orature amnesia in Kashmir is causing cultural erasure.

**Worker Leadership:
Where Collaborative and Social Justice Leadership Intersect**

Spencer Hall (University of Cincinnati)

This paper explores the intersection of collaborative leadership and social justice within worker-led organizations, with a specific focus on union dynamics and leadership structures. Traditional hierarchical leadership models, often centered around individual attributes, are contrasted with shared leadership models that emphasize collective decision-making and knowledge sharing. The paper argues that shared leadership can enhance productivity and job satisfaction by leveraging diverse expertise and fostering a culture of inclusivity.

<p><i>Discussion or Research Paper Panel</i> Room: UR 253 Chair: Amber Ferris (University of Akron)</p>	<p style="text-align: center;">Pebbles in the Water: A Ripple Effect of Belonging in the Basic Communication Course Erin Hollenbaugh (Kent State University at Stark), Denise Bartell (Kent State University), Ginger Bihn-Coss (Kent State University at Tuscarawas), & Patrick Dillon (Kent State University at Stark)</p> <p>Historically underserved student populations are less likely to attend college and graduate than their counterparts. This is no surprise considering the system of higher education is designed in many ways that act to perpetuate existing inequities in our society. Students of all backgrounds, but especially underserved populations, are more likely to meet academic challenges and persist in college when they experience a sense of belonging. The Student Experience Project (SEP) was created to support faculty and institutions in their efforts to transform students' experiences to create more equitable learning environments through a framework of love and belonging. Panelists will provide an overview of the SEP methods as they were integrated into their university, ways that faculty have incorporated belonging practices in their courses, and program outcomes. Attendees will leave with the freely-available resources to integrate these evidence-based practices in their classrooms and perhaps spark change at their own institutions.</p>
<p><i>Workshop</i> Room: UR 241 Chair: Rhiannon Kallis (University of Akron)</p>	<p style="text-align: center;">Understanding the Importance of Connections: An Introduction to Social Network Analysis Robert Whitbred (Cleveland State University)</p> <p>Social network analysis has emerged as both a methodology and an explanatory framework in a wide variety of fields including communication. Unfortunately, when people are first introduced to this area the presentation is often needlessly complex and off-putting. This interactive short course will: a) discuss how 'network' explanations vary from other approaches in communication; b) introduce network analysis concepts and theories; and c) demonstrate how the approach is used in both applied consulting and research. Throughout, participants will both be engaged through discussions of examples and their own experiences.</p>





Stay in touch with OCA all year long!  

@OhioCommunicationAssoc
www.ohiocomm.org

Check back for pictures and news from the conference!

Give session feedback here →



Friday | Session 2

2:00-2:50 p.m.

Location: Glickman-Miller Hall | Levin College of Urban Affairs (UR)

*Research
In-Progress
Room: UR 107
Chair: Patrick Dillon
(Kent State University at
Stark)*

**A Breath that Saves Two Lives:
An Immigrant Woman's Vulnerable Transition to Motherhood**
Hsun-Yu Chuang (Central Ohio Technical College)

The purpose of the presentation is to tell and to reflect on an immigrant woman's medical encounter and to address the guiding question: "How does an immigrant woman (and mother-to-be) navigate through the privilege-disadvantage dialectic in a traumatic childbirth experience?" Through an autoethnographic vignette, the author reveals how her intersectional identities as an immigrant woman, a mother-to-be, and other positionalities amplify and complicate the oscillations between privileges and disadvantage when it comes to seeking healthcare assistance in the U. S., particularly one that is intimate, uncertain, and vulnerable as childbirth. Through this work, she advocates for promoting culturally sensitive and mindful maternal health services and offering supportive structures to address patients' language barriers and cultural differences to enhance positive outcomes of pregnancy, labor, and delivery. Ultimately, the author hopes that her story renders implications for intercultural/international communication, health communication, and healthcare systems and professionals, and amplifies the inter-paradigmatic and interdisciplinary connections of these fields.

**In Search of Mom-identity:
The Identity of Motherhood Amidst the Instagram Memescape**
Lisa Crews (Mount St. Joseph University)

In an NPR Life Kit story, Grace Bastidas and Audrey Nguyen say, "becoming a mother is a huge, complicated life transition that can rock every fiber of a person's being. The process even has its own name: matrescence" (2024). This paper seeks to contribute to the small body of literature on the social construction of parental identity through use and sharing of humorous memes on Instagram. In particular, a content analysis of the responses moms give to "with which humorous meme do you most identify and why" will strive to contribute to the discussion about the social construction of the mom-identity in the memescape. It is imperative to explore how the Internet, social media, and memes contribute to the social construction of identity, and in particular, the identity of Mom.

**IPV Against Men: A Study Exploring
the Narratives of Male Victims and Communication Barriers**
Ahmed Aly (Ohio University)

This research investigates intimate partner violence (IPV) against gay men in Egypt and Arab world, focusing on the narratives of male victims and communication barriers they face. This study is among the pioneering efforts to explore this critical issue within a region where it remains largely under-researched. By delving into personal stories and societal dynamics, the research aims to shed light on the unique challenges and barriers encountered by gay men in contexts that are often hostile to their identities. The significance of this research lies in its contribution to a better understanding of the multifaceted nature of IPV in the gay community within a culturally and legally complex region. It highlights the urgent need for tailored support services and legal protections for victims.

Thin Bodies on TikTok and the Comments They Elicit in Young Women
Richard Perloff, Reese Lindley, Samantha Snow, Jenna Kiss, & Grace Salter
(Cleveland State University)

Extending the literature on body image and gender, this pair of content analyses looks at TikTok, an understudied platform, examining how TikTok body checking sites depict women's body image and the comments they elicit. Findings indicate youthful, posing creators showing body parts, like the stomach and hips, elicit primarily positive comments from online users, including some that reflect negatively on the self. Implications are discussed.

Friday | Session 2 (cont.)

2:00-2:50 p.m.

Location: Glickman-Miller Hall | Levin College of Urban Affairs (UR)

GIFTS

Room: UR 241

*Chair: Brenda Jones
(Franklin University)*

**A Relational-Centered Approach to Interpersonal Communication Theory:
Enacting Theory to Facilitate Learning and Intercultural Competence**

Athar Memon (Ohio University)

Interpersonal communication theories not only facilitate students' abilities to navigate their personal and professional relationships for improved outcomes but also create opportunities to establish strong teacher-student relationships. Drawing on the work of Orón (2018) and Orón Semper and Blasco (2018) we encourage instructors to use this one-day activity to highlight the study of communication theory as both a personal and technical practice, moving away from a "student-cantered" to an "interpersonal relation-cantered" approach to pedagogy that highlights the relationships between instructor and student as both (a) meaningful to students' learning experience and (b) a space in which students can intentionally apply and reflect on the role of theory for relational impact. Integration of this activity facilitates student self-reflexivity, theory analysis, and a collaborative learning dialogue. Associated student outcomes include theory comprehension, increased instructor-student rapport, and adapted communication practices that are attentive to diverse identities in the classroom.

**Building Connections through Social Penetration:
Fostering a Supportive Learning Environment**

Zahid Wali (Ohio University)

Social penetration Theory is really important when it comes to Interpersonal communication. This GIFT activity is aimed at teaching undergraduate students this important theory through an activity that will help them to learn this theory on one hand and also to have a hands-on experience of how this theory works. Although I have just finished writing this article, I will implement this study during the fall semester and hopefully will have the results to present at the conference.

Interpersonal Video Project

Michelle Coleman (Clark State Community University)

Engaging Interpersonal Communication students in a project of self discovery and self disclosure with this GIFT. Students are challenged to stretch the limits of what they know about themselves and how they are seen in the world by putting together a video of photos and videos of themselves and people they have relationships with while connecting what the audience sees to terms/theories we've been learning in the classroom.

Informational Short-Form Video Project

Chen Yang (Robert Morris University)

With TikTok's popularity as the first successful short-form video app, its peers are following the trend by shifting from text-based (e.g., Twitter) or picture-based (e.g., Instagram) social media to a TikTok-style short-video platform (e.g., YouTube Shorts and Reels). This suggests that we are entering a social media era that entails the ability for quality video content creation and citizen journalism. Therefore, it is essential for communication educators to prepare students for the future by enhancing their comprehensive skills in crafting truthful, clear, authentic, and engaging audience-centered short-video messages optimized for social media's recommendation algorithms. The teaching idea is intended for junior or senior students majoring in communication, news/journalism, advertising, and public relations. It is designed to motivate students to become active and proficient content creators by incorporating researching, writing, speaking and production skills they have developed.

"You said what to who?": Teaching Audience Adaptation

Madison Clatt (Bowling Green State University)

Often students in public speaking classrooms are graded on their ability to make their speech relevant to their audience. However, simply telling students to do something and allowing students to practice in a controlled environment are two separate things. This activity provides students the ability to practice tailoring their speeches for a variety of audience types in a low-stakes, supportive environment that utilizes individual and group feedback.

Friday | Session 2 (cont.)

2:00-2:50 p.m.

Location: Glickman-Miller Hall | Levin College of Urban Affairs (UR)

Understanding Trauma & Communication

Chris Ross (Columbus State Community College)

Workshop
Room: UR 253
Chair: Seth Smith
(Columbus State
Community College)

The purpose of this workshop is to assist those attending how to better communicate with those who have trauma history. Overview will be given on what trauma is, trauma and its impact on the body, and most importantly- trauma and what it does to one's brain. A demonstration will be utilized to help better understand differences with complex trauma (ex: C-PTSD) v. a traumatic experience (ex: PTSD) before moving into on how to have successful communication/interactions. There will be some focus included on, and what is in, someone's control when trying to communicate with those who have a history or are activated in trauma responses. This information would be helpful for those in education, healthcare, first responders, or helping professions.

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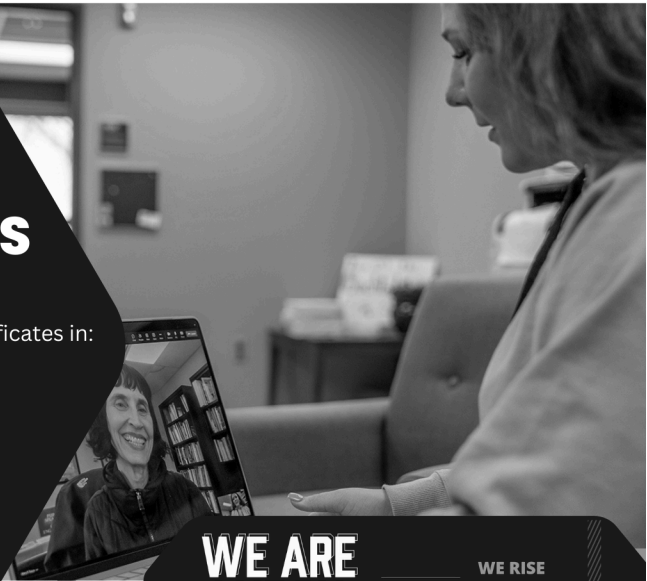
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of Akron

Friday | Session 3

3:00-3:50 p.m.

Location: Glickman-Miller Hall | Levin College of Urban Affairs (UR)

*Discussion or
Research Paper
Panel*

*Room: UR 241
Chair: Spencer Hall
(University of
Cincinnati)*

Ready to Rock and Roll: Amplifying Experiences within the Business and Communication Classrooms

Cody M. Clemens (Ohio University), Liane Gray-Starner (GrayStar Communication), Ann P. Nicely (Marietta College), Mary O. Roberts (Ohio University), & Samantha Roberts (Ohio University)

This interactive and engaging panel will feature a diverse array of trainers, educators, and practitioners who offer knowledge and tools. The focus of the panel will include ways to effectively integrate experiential learning inside the classroom. Additionally, the panel will address ways to engage learners in professional training sessions. Panelists featured will showcase a wide variety of disciplines ranging from organizational communication, business communication, integrated marketing communication, social media, health communication, public relations, and corporate communication. Each panelist also represents a deep understanding of, and appreciation for, both the art and the application training and development practices.

*Research
Papers
Room: UR 108
Chair: Jeff Tyus
(Youngstown State
University)*

**An Application of Uncertainty Management Theory:
Examining Student Stress, Academic Performance & Coping**

Clare Gross (Baldwin Wallace University), Isabella Doyle (Cleveland State University), Emelia Bartlebaugh (University of Akron), & Keaton Trout (Baldwin-Wallace University)

The current study applied Uncertainty Management Theory to examine how college students experienced and managed uncertainty following the COVID-19 pandemic, and how the experience of uncertainty impacted their academic performance. A qualitative survey was completed by N = 73 respondents. The results of the analysis suggested that most respondents experienced stress resulting from uncertainty, and that academic progress was largely negatively impacted. Results also suggest that participants actively engaged in strategies to manage their uncertainty and to cope with stress, but these strategies had limited effectiveness. Implications of these findings and strategies to improve student stress management and mental health are discussed.

**ChatGPT 3.5 as a Self-Communication Tool:
Exploring Its Emotional Value in Different Languages**

Man Luo (Bowling Green State University)

Taking 10 negative emotions as an example, discover if ChatGPT can provide emotional value to humans in Chinese and English, and analyze the difference between Chinese and English. This study will fill out how ChatGPT serves humans in the two languages. The study confirmed that ChatGPT primarily provides positive advice to relieve negative emotions.

**Communication Challenges in Building Resilience to Extreme
Weather Events in Central Appalachia**

Azmat Khan, Amy E. Chadwick, Jennifer Hileman, Natalie Kruse Daniels, Geoffrey D. Dabelko, Michael Rodrigue-Barnes, Jamie E. Shinn, Emily Garner, W. Cully Hession, Amy Lynch, Lucy Thompson, Jen Bowman, Nora Sullivan, and Anne Leigh Krometis (Ohio University)

Using qualitative data, this study sought to understand the communication challenges that the health and emergency departments in Central Appalachia face in effectively engaging their respective communities in preparation, response, and recovery efforts in the face of extreme weather events (EWEs). Using the Social Ecological Model, several communication barriers were identified that arise from cultural, organizational, interpersonal, and individual relationships patterns and beliefs. First, it was noted that a distinct distrust exists between official representatives and local communities which impedes successful risk communication. Second, inconsistent and conflicting messaging from multiple sources tend to create confusions and diminish the credibility of the source. Third, the lack of, or inadequate, internet and cellular infrastructure was described as a major element in increasing the vulnerability of populations to the effects of EWEs. Finally, the culture of extreme “communal self-reliance” and the prevalent attitude of “riding-it-out” were contextualized, and strategies were offered how to align communicative processes and resources with local identity needs in a way that allows the integration and exercise of agency. It is hoped that the paper offers insights to members of health and emergency departments and nonprofit organizations to use communication in more effective and socially nuanced ways for building community resilience against EWEs.

<p><i>Research Papers (cont.) Room: UR 108 Chair: Jeff Tyus (Youngstown State University)</i></p>	<p>Proportion of Individuals Being Offered and Access to Online Medical Records and Its Predictors: Analysis of HINTS 2022 Athar Memon, Ezinne Abename, & Zahid Wali (Ohio University)</p> <p>This study aims to determine the frequency of participants being offered and accessed online medical records in the past 12 months. The current analysis used recent annual data from the Health Information National Trends Survey (HINTS 6), conducted from March to September 2022 with a diverse group of adults aged 18 years or above. Overall, 76.5% were offered access to online medical records; out of which, 67.1% accessed in the past 12 months. Females, whites, and those with higher education levels and annual incomes were more likely to be access to online medical records. Regarding, chronic diseases, hypertension, depression, and cancer were significantly positively associated with being offered, whereas only depression showed a positive relationship with access to online medical records. Both being offered and access to online medical records showed significant association with health insurance. Websites (50.9%) were a common medium and looking for test results (91.3%) was a frequent reason to access records. Around (83.2%) received access from care providers, and about 71.7% of participants were encouraged to access by healthcare providers. Accessing online medical records has increased, and healthcare providers are vital in encouraging their patients. However, disparities across underrepresented populations are still consistent.</p>
<p><i>Workshop Room: UR 253 Chair: Ashley Kennard (Ohio Wesleyan University)</i></p>	<p>Narrative Pedagogy as a Tool for Critical Engagement in the Classroom and Beyond Fadoua Loudiy & Franklyn Charles (Slippery Rock University)</p> <p>This course is based on the presenters' experience with narrative pedagogy in and outside of the classroom. Using their own experience, the presenters will share how they have used this approach to engage students in their learning as well as connecting them with their own stories and histories. Through narrative pedagogy, students develop a sense of justice and ethics, learn to use language and concepts as well as apply knowledge and interpret meaning within a situated historical context, and appreciate the value of pathos and identification while learning.</p>

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Friday | Poster Judging | Q&A
3:00-3:50 p.m.
Location: Atrium, Glickman-Miller Hall | Levin College of Urban Affairs (UR)

<p style="text-align: center;"><i>Competitive Posters</i></p> <p><i>Judges: Phokeng Dailey (Ohio Wesleyan University), Melissa Cumberbatch (Columbus State Community College), Bill Jennings (University of Cincinnati - Blue Ash)</i></p>	<p style="text-align: center;">An Analysis of Visual and Verbal Appeals Used by Social Media Perfume Sellers Lisa Little (Cleveland State University)</p> <p style="text-align: center;">Bullying Policy Changes Sarah Iden (Kent State University)</p> <p style="text-align: center;">Navigating Identity in the Digital Age: A Qualitative Study of Transgender Experiences with Media Emily Brown (Cleveland State University)</p> <p style="text-align: center;">Self-Presentation Strategies and Perception of Social Capital: A Look into Black Experience Online Isaiah Logan (Cleveland State University)</p> <p style="text-align: center;">Social Discourse and Systemic Challenges of Cannabis Use in Caregiving: A Relational Dialectic Study Jennifer Helen Schneider (Cleveland State University)</p> <p style="text-align: center;">Understanding Gen Z Perceptions of Unions: Evaluating Union Messaging on TikTok and Instagram Reels Jaden Stambolia & Guowei Jian (Cleveland State University)</p> <p style="text-align: center;">What is Your Flavor: The Soul Food Initiative Franklyn Charles & Fadoua Loudiy (Slippery Rock University)</p>
<p style="text-align: center;"><i>Communication Application & Impact Poster</i></p>	<p style="text-align: center;">Enhancing Nonprofit Impact through Experiential Learning in Digital Communication Beth Thomas, Jerald Brain, & Jenna Turney (Cleveland State University)</p>

Friday | Session 4
4:00-4:50 p.m.
Location: Glickman-Miller Hall | Levin College of Urban Affairs (UR)

<p style="text-align: center;"><i>Workshop</i></p> <p><i>Room: UR 253</i></p> <p><i>Chair: Andrea Meluch (University of Akron)</i></p>	<p style="text-align: center;">Exploring Neurodivergence in the Classroom—An Interactive Workshop Ashley Kennard (Ohio Wesleyan University), Melissa Cumberbatch (Columbus State Community College), Renee Hosang-Alleyne (Tidewater Community College), & Andrea C. Palmisano (Tidewater Community College)</p> <p>Colleges and universities are seeing an increase in enrollment of students who are neurodivergent, particularly among those who are on the autism spectrum. Accordingly, it's important that institutions and faculty do their best to build and sustain support mechanisms that better enable these students to thrive. This workshop aims to explore the definition of, and meaning behind, the term neurodivergence. In addition to a lively panel discussion of the origins of the term and its societal implications, the workshop will include pre-and post-discussion questionnaires and an interactive and reflexive worksheet exercise.</p>
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<p><i>Discussion or Research Paper Panel</i></p> <p><i>Room: UR 241 Chair: Erin Hollenbaugh (Kent State University at Stark)</i></p>	<p>Interrogating the Hegemony of the American Dream: International Perspectives</p> <p>Ryan Eisenhuth, Alex Boesch, Dominic Asitanga, Ezinne Abaneme, Dolapo Michael Oyedokun, Mildred Komey, & Stephen Agyei (Ohio University)</p> <p>In this panel, we aim to start new conversations about how people from around the world experience the hegemony of the American Dream in their daily lives by presenting six research papers centered around the theme of “Interrogating the Hegemony of the American Dream.” After arguing for the deconstruction of the American Dream, we explore how the American Dream is experienced by both immigrant workers and international students and how the American Dream is reproduced through repeated performances of patriotic music. We also discuss the role of the American Dream in shaping Ghanaian democracy and how we can move “Beyond the Dream” for a more inclusive and culturally sensitive understanding of the immigrant journey. As teachers and researchers, we confront the hegemony of the American Dream every day. Our panel will provide attendees with a helpful starting point for considering how the hegemony of the American Dream is lived out and resisted worldwide.</p>
<p><i>Research In-Progress</i></p> <p><i>Room: UR 107 Chair: Nancy Jennings (University of Cincinnati)</i></p>	<p>Beyond Appalachian: Cultural Diversity in Health Beliefs and Behaviors on College Campuses</p> <p>Laura Seroka, Oscar Hanson, Minori Idenaga, Jayden Merriweather, Nawe Murdock, Levar Pharris, Rachel Schade, Graciela Sedano, Chris Srivastava, & Nyan Lin Zaw (Berea College)</p> <p>Within Appalachia, many health factors, such as mortality, depression, obesity, and smoking, are higher than national averages. In addition, the Appalachia region also has higher patient to healthcare professional ratios, lower household incomes, and higher poverty rates making it more difficult to find, travel to, and afford healthcare. Yet Appalachia is often studied as a single culture, missing essential information about racial and ethnic health disparities within the region. As national data shows that non-white groups experience higher rates of diabetes, hypertension, obesity, and many other morbidities, it is essential to understand the health experiences of these groups within Appalachia. Through qualitative interviews, this research aims to explore the role of ethnic and cultural identity on health beliefs and behaviors in Appalachia and ways moving into a college environment alters or does not alter culturally learned health practices. The goal is to use the findings to help college campus health services work with their students to create culturally-led health information and practices on campus.</p> <p>Content Analysis of Public Health Awareness Campaigns to Spread Awareness, Educate, and Recognize the Indicators of Human Trafficking</p> <p>Sonali Jha & Athar Memon (Ohio University)</p> <p>In the United States, several government and non-governmental organizations are implementing human trafficking awareness campaigns. Despite lots of efforts to stop human trafficking, there is still a big question such as, campaigns sometimes are connotated or limited the human trafficking to as prostitution/migrant sex workers and labor trafficking only. Therefore, this research aims to identify how campaigns operationalize the human trafficking and address the same problem using different approaches. To address this question, we will implement a content analysis of the awareness messages, images, and materials used in anti-trafficking campaigns. Analysis of these campaigns will enhance the understanding of the effectiveness of these campaigns and provide suggestions if any improvement would be implemented for better effects to bring behavioral change.</p> <p>Giving a Voice to Local Residents Affected by Human-Induced Disaster</p> <p>Mary Le Rouge (Cleveland Institute of Music)</p> <p>This research-in-progress session discusses communication following the East Palestine train derailment in light of other major instances of human-induced disaster, such as those occurring at Love Canal, Three Mile Island, and Flint, Michigan. Through a focus on the words and experiences of those who were directly affected by chemical pollution, this research seeks to prioritize their voices and hopes to find novel solutions toward improved risk communication following disaster.</p>

<p><i>Research In-Progress (cont.) Room: UR 107 Chair: Nancy Jennings (University of Cincinnati)</i></p>	<p>Local Voices, Local Health: Case Studies from Southeast Ohio Carolina Herrera (Ohio University)</p> <p>This study explores how community organizations in Southeast Ohio communicate health information to the public, focusing on effective practices and challenges in the Appalachian region. Through in-depth case studies of five organizations across Athens, Hocking, and Washington counties, this research identifies key strategies and contextual factors influencing health messaging. Utilizing interviews, observations, and document analysis, the findings highlight successful communication approaches and barriers faced by these organizations. The study aims to contribute to the development of more effective, community-tailored health communication practices, offering actionable insights for public health initiatives in rural and underserved areas. By understanding the unique dynamics of health communication in Appalachia, this research supports efforts to improve health outcomes and inform policy recommendations for local and state health departments.</p>
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<p>Friday Awards Ceremony 5:30 -7:00 p.m. Hofbrauhaus Cleveland - 1550 Chester Avenue</p>
<p>Ohio Communication Association 2024 Awards Ceremony Appetizer and Cash Bar Master of Ceremonies: Rhiannon B. Kallis, OCA Vice President (The University of Akron)</p>

Call Out for Ohio Communication Association Award Nominations for 2025!

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You're Invited!

Diversity, Equity, & Inclusion Committee Meeting

Tuesday, October 22, 2024 @ 3:00 p.m. EST

Please email DEI Committee Chair, Dr. Ashley Kennard, at

arkennar@owu.edu for the online meeting link.

Saturday, October 5

Saturday | Session 1

9:00-9:50 a.m.

Location: Glickman-Miller Hall | Levin College of Urban Affairs (UR)

<p style="text-align: center;"><i>Discussion or Research Paper Panel</i></p> <p style="text-align: center;">Room: UR 107 Chair: Phokeng Dailey (Ohio Wesleyan University)</p>	<p style="text-align: center;">Harmonizing Experiences: 'Communication Rocks' through Experiential Learning</p> <p style="text-align: center;">Brenda Jones (Franklin University), Diane August (Nationwide Insurance and Franklin University), & Mary Ashley (University of Cincinnati Online (Marketing) and Franklin University)</p> <p>Experiential learning (Kolb, 2015; Raelin, 2010) serves as a powerful tool to enhance student engagement and achieve meaningful learning outcomes in online communication courses (Yilmaz, 2022). In this dynamic panel presentation, both adjunct and full-time faculty members share their innovative approaches to integrating project-based assignments across various communication courses. Drawing from their extensive professional experience, they shed light on workplace skills gaps and offer practical insights. The panel not only informs but actively involves the audience through interactive activities. Together, we explore how experiential learning fosters critical thinking and equips students with practical skills that extend beyond the classroom.</p>
<p style="text-align: center;"><i>Workshop</i></p> <p style="text-align: center;">Room: UR 241 Chair: Ryan Eisenhuth (Ohio University)</p>	<p style="text-align: center;">Distance Ed Done Well...An Inventory of How Ohio's Community Colleges Are Working To Improve Outcomes</p> <p style="text-align: center;">James Jarc (Central Ohio Technical College) & Toni Johnson (North Central State College)</p> <p>During this short course, participants will gain insights into the innovative strategies Ohio community colleges are employing to promote student success and reduce equity gaps in online education. We will present the results of a state-wide research project that established an inventory of practices from 18 of Ohio's 23 community and technical colleges. This research forms the foundation of an ongoing project through OACC to elevate distance education capacity throughout the state. Join us to explore how we can collectively advance the quality and equity of online education, ensuring a brighter future for all students.</p>
<p style="text-align: center;"><i>Discussion or Research Paper Panel</i></p> <p style="text-align: center;">Room: UR 253 Chair: Ashley Kennard (Ohio Wesleyan University)</p>	<p style="text-align: center;">OCA's Diversity Committee--An Interactive Discussion on Current Work and Next Steps</p> <p style="text-align: center;">Ashley Kennard (Ohio Wesleyan University), Cody M. Clemens (Ohio University), Seth Smith (Columbus State Community College), Melissa Cumberbatch (Columbus State Community College), Rhiannon Kallis (University of Akron), Amber Ferris (University of Akron), Man Luo (Bowling Green State University), & Natalie Feaser (University of Akron)</p> <p>The Ohio Communication Association's Diversity Committee works hard behind the scenes to further the organization's work related to their commitment to matters of diversity, equity, and inclusion, particularly as it relates to gender and gender identity/expression, race, ethnicity, nationality, disability, sexual orientation, religion, age, and socioeconomic status. This panel will provide a public forum for all members of the organization to come and learn about the work that the committee is already doing, as well as provide input and feedback on the work that is yet to be done. Members of the Diversity Committee will engage in an open dialogue with audience members and the exploration of new ideas will be encouraged.</p>

Saturday | Session 2

10:00-10:50 a.m.

Location: Glickman-Miller Hall | Levin College of Urban Affairs (UR)

*Research
In-Progress
Room: UR 253
Chair: Amber Ferris
(University of Akron)*

Assessing Ohio's New Public Record Complaint Procedure

Mitch McKenney (Kent State University)

In 2016, Ohio lawmakers created what they called "an expeditious and economical procedure" to resolve disputes over public records access. Anyone denied a record can now start a Court of Claims action with a one-page form and \$25, no lawyer is needed. To date, 675 cases have been filed, with most resolved in a few weeks. Ohio's novel approach was heralded as a godsend for citizens, journalists, and others who do battle regularly to pry records from reluctant public officials. But beyond initial news coverage in 2016, it has received little attention in Ohio or nationally. This research draws on a just-completed survey of participants, as well as data from every case filed so far and interviews with stakeholders, to assess how Ohio's approach has worked out. It should interest freedom-of-information advocates, as well as lawmakers, journalists, concerned citizens, and those who follow media and communication issues in Ohio.

Disconnected Love:

Uncovering Phubbing as an Expectancy Violation in Romantic Relationships

Namra Nadeem (Ohio University)

The prevalence of phubbing in romantic relationships has prompted serious concerns about its effects on the violation of relationship norms. Therefore, this study aims to investigate the antecedents and consequences of phubbing behavior. In particular, the antecedents such as smartphone addiction and fear of missing out (FOMO) lead to phubbing behavior, and in turn, the impact of phubbing on communication quality and relationship satisfaction among romantic partners will be studied. This research can provide valuable insight into the dynamics of relationships in the digital age and help understand how couples can effectively manage the interruptions presented by smartphone usage within their relationships.

Negotiating Meaning: How Storytelling Assists in Collaboration

Meg Adams (University of Findlay)

This presentation seeks to further knowledge of how to broaden and connect perspectives using storytelling techniques to support the development of abundance in scholarship and teaching. This presentation delivers qualitative research gathered from professional storytellers to provide practical strategies and techniques to use stories of lived experiences as vehicles to re-imagine collaboration.

News for Kids: A Content Analysis of *NBC Nightly News: Kids Edition*

Nancy Jennings (University of Cincinnati)

News created specifically for teens has been limited in the U.S., and even more so for children. Since Nick News with Linda Ellerbee ended its regular broadcasts in 2015, there has been a gap in news created in the U.S. for children. To fill this gap, Lester Holt started a web-based news program called NBC Nightly News: Kids Edition (NNN: KE) in April 2020. Initially, the news program was focused on addressing kids' questions concerning many aspects of the pandemic, but it soon began to report on a larger variety of subjects, such as inflation, elections, and wildlife. This research will report on a content analysis of the second full year of NNN: KE and emphasize the importance of news produced for children.

Testing a Model of Mediation Efficacy; Yes, I'll Mediate!

Gwen Hullman & Andrew Crell (Cleveland State University)

An online survey administered mainly to students at a midwestern university tests several factors that may contribute to mediation efficacy: general self-efficacy, interpersonal communication competence, anxiety about communication, conflict style, attitudes toward mediation, and knowledge about mediation. Our guiding research question asks how the aforementioned factors contribute to the likelihood that an individual will choose mediation as a possible conflict resolution process.

<p><i>Workshop</i> Room: UR 108 Chair: Spencer Hall (University of Cincinnati)</p>	<p>Community Engagement: Strategies to Amplify Collaboration and Impact Alane Sanders (Maven Lane, LLC)</p> <p>Learning to better work with and through the groups of people most affected by our decisions is at the heart of community engagement. Communities are made up of people connected by geographic proximity, special interest, or similar experiences. Professors, researchers, political officials, and practitioners are often in positions of power to allocate resources and make decisions on behalf of communities. Traditional approaches to solving community problems do not always engage the very community members affected in the process. This short course is intended to challenge attendees to consider how they build relationships, make decisions, do research, and design and implement solutions through a community engagement lens.</p>
<p><i>Discussion or Research Paper Panel</i> Room: UR 241 Chair: Brenda Jones (Franklin University)</p>	<p>A Conversation with the Archivist: OCA 50 Years Ago Seth Smith (Columbus State Community College) & William “Bill” Jennings (University of Cincinnati at Blue Ash)</p> <p>Join OCA Archivist Bill Jennings and OCA Executive Board Member Seth Smith as they look at research, writing, and trends from the 1974 OCA convention held in Columbus. What similarities from the now 50-year-old convention can we see today in 2024? Where has OCA gone in the five decades since?</p>

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**Saturday | Keynote Speaker | Session 3
11:00-12:15 p.m.**

Location: UR 112 Auditorium, Glickman-Miller Hall | Levin College of Urban Affairs

**Keynote Event Sponsored by: The University of Cincinnati,
School of Communication, Film, and Media Studies**

Chair: Cody M. Clemens (Ohio University)

Revealing and Communicating the Hidden Curriculum of Higher Education

Dr. Lisa K. Hanasono (she/her/hers), Bowling Green State University



Lisa Hanasono (Ph.D., Purdue University) is a professor in the School of Media and Communication and an affiliated faculty member of the American Culture Studies Program and Women's, Gender and Sexuality Studies Program at Bowling Green State University. Her research focuses primarily on faculty development, diversity, equity, and inclusion (DEI). She is a co-PI of a nearly million-dollar NSF ADVANCE Adaptation grant that focuses on faculty allyship, anti-hate bystander intervention, and inclusive leadership, and she recently co-edited a book titled, *Academic Mothers Building Online Communities: It Takes a Village*. Her work is published in journals such as the *Journal of International and Intercultural Communication*, the *Journal of Diversity in Higher Education*, *Communication Research*, *Communication Teacher*, *Communication Quarterly*, and *Communication Studies*. She serves on the National Communication Association's (NCA) Mentorship and Leadership Council and previously served as chairs of NCA's Asian and Pacific American Caucus (APAC) and International and Intercultural Communication Division (IICD). In addition to her academic work, she enjoys spending time with her family, traveling, batch cooking, and horseback riding.

Keynote Address

The hidden curriculum refers to the informal expectations and practices, unwritten rules, and underlying power dynamics that inequitably shape, constrain, and facilitate individuals' educational journeys and academic careers. In this engaging keynote address, Dr. Hanasono will share some of her recent research and reveal key components of the hidden curriculum of higher education. In addition, she will highlight how communication scholars can play a pivotal role in demystifying the hidden curriculum and leveling the playing field of higher education.

Saturday | Session 4 | Business Lunch | 12:30-1:50 p.m.
Location: Atrium, Glickman-Miller Hall | Levin College of Urban Affairs (UR)

Lunch & OCA Business Meeting

Complete your session evaluations for raffle entries!



Saturday | Session 5 | Top Paper Presentation | 2:00-2:50 p.m.
Location: Glickman-Miller Hall - UR 112 - Auditorium

Chair: Ryan Eisenhuth (Ohio University) | Respondent: Lisa K. Hanasono (BGSU)

Thank You for Sharing:

Stories and Support in an Online Alcohol Use Disorder Community
Molly Swiger (Baldwin Wallace University) | **Top Professional/Educator Paper**

Having a strong supportive community is a key part of Alcohol Use Disorder (AUD) recovery. Anonymity and ease of access entice many to seek this support online. While research has focused on support in face-to-face AUD mutual help groups (MHGs), few studies have examined online support. Thus, this study aimed to gain insight into themes and types of support elicited in an online MHG for those with AUD. The top twenty posts on a popular online AUD support group were examined. A thematic analysis revealed that initial discussion posts clustered around three domains: personal experience, encouragement to others, and the negative consequences of AUD. After a thematic analysis of initial posts, the top threads of support that those posts elicited were then considered. The most common type of support found in the subsequent threads was emotional support. While informational support was also frequent it was often indirect and couched in narratives of experience; instrumental support was rarely given. This online MHG paralleled in-person 12-step programs by providing a nonjudgemental space to give and receive support and comradery. However, the online environment also provided a distinct supportive role. Asynchronous communication allowed people to seek support more frequently, and online anonymity allowed members more freedom to discuss stigmatizing experiences as well as express criticism of in-person 12-step norms.

Use of Internet and Social Media for Health Information and Attitudes towards Misleading Information
Zahid Wali, Athar Hussain Memon, Sonali Jha, Namra Nadeem, & Shatakshi Semwal (Ohio University)
Top Graduate Student Paper

Using the Internet and social media is a prevalent practice influencing individuals' health-related decisions. This study is aimed at using Internet and social media to for health information and attitudes towards misleading information on social media: Analysis of HINTS 2022.

Put That Phone Down!: Amplifying The Impact of Technology on Childhood Development
Aicha A. Sawaneh, Katherine T. Stinson, Caitlyn N. Jones, Audrey A. Kali, Kalli J. Bucci, & Grace A. Venturella (Youngstown State University) | **Top Undergraduate Student Paper**

As technology continues to permeate every aspect of modern life, its influence on childhood development has become a topic of increasing concern. This paper explores the multifaceted effects of technology on children, considering both its potential benefits and drawbacks. While technology offers opportunities for learning, entertainment, and communication, excessive screen time and exposure to inappropriate content can have negative repercussions on cognitive, social, and emotional development. Drawing on existing research and empirical evidence, this paper aims to provide a comprehensive understanding of how technology shapes childhood experiences and behaviors through the observations of educators. By examining the interplay between technological advancements, parental guidance, and educational interventions, this paper offers insights into effective strategies for promoting healthy digital habits and optimizing childhood development in the digital age.

SAVE THE DATE



2025 OCA Annual Conference October 10 - 11

OHIO WESLEYAN UNIVERSITY | DELAWARE, OH

**Saturday | Session 6
3:00-3:50 p.m.
Location: Glickman-Miller Hall**

<p><i>Research Papers</i> Room: UR 108 Chair: Jeff Tyus (Youngstown State University)</p>	<p style="text-align: center;">A Case Study of TikTok Adoption and Usage Amid the 2020 Attempted TikTok Ban Chen Yang (Robert Morris University)</p> <p>The study explored the potential effects of country image and brand trust on Americans’ adoption and use of TikTok amid the 2020 proposed TikTok ban. Although brand trust affected both the adoption and continuous use of TikTok among U.S. users, the perception of the Chinese government played a crucial role in their initial adoption while the perception of Chinese companies affected their continuous use of the app following the attempted ban. The study supported a multidimensional construct of country image and argued that the political aspects of country image involving Chinese products are becoming predominant with the intensifying rivalry between the two superpowers. The results suggested that the US-China geopolitics, under the influence of top government officials and mass media, may have a considerable impact on China’s image and public trust in Chinese brands, resulting in different patterns of TikTok adoption and usage among Americans.</p> <p style="text-align: center;">Exploring the Influence of Artificial Intelligence and Virtual Reality on News Media Source Preference Man Luo, Halima Lul Ali, Kelsey Lynn Zook & Louisa Ha (BGSU)</p> <p>This study covers consumer access to the transformation of news forms from traditional media such as newspapers, television, and radio to digital media and artificial intelligence. This shift is complex, but the trust, credibility, and transparency of news are the main influencing factors in news consumer changes.</p> <p style="text-align: center;">Predictors of Wearable Health Devices and Willingness to Share Device Data with Healthcare Providers Kaitlyn Searls & Athar Memon (Ohio University)</p> <p>This study aims to identify the predictors of using health apps and their impact on holistic well-being and self-efficacy.</p>
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Saturday | Session 6 (cont.)
3:00-3:50 p.m.
Location: Glickman-Miller Hall

<p style="text-align: center;"><i>Workshop</i> Room: UR 107 Chair: Seth Smith (Columbus State Community College)</p>	<p style="text-align: center;">Communicating with Students about Mental Health Challenges Andrea Meluch (University of Akron)</p> <p>College mental health challenges have been on the rise for several years, especially post-COVID-19 (Lipson et al., 2021). While a variety of variables are contributing to worsening mental health among college-aged students, faculty are often on the frontlines in responding directly to students managing mental illness and/or mental health crises (White & LaBelle, 2019). A growing body of communication-based literature has examined student disclosures of mental illness to faculty, the implications of these disclosures, and strategies faculty can use to appropriately and effectively respond to students managing mental illness (e.g., Author, 2020, 2023; White & LaBelle, 2019, 2022, 2024). This short course will be designed to review and discuss the challenges faculty face when responding to students' mental health-related disclosures, various on-campus and national mental health resources faculty can use when responding to students, and communication strategies faculty can employ when students disclose mental health-related concerns.</p>
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<p style="text-align: center;"><i>GIFTS</i> Room: UR 241 Chair: Rhiannon Kallis (University of Akron)</p>	<p style="text-align: center;">Author Cocktail Party Laura Seroka (Berea College)</p> <p>Using the metaphor "a literature review is a cocktail party" as inspiration, this G.I.F.T. helps students create a visual seating chart representation of their research projects to teach them about the integration and synthesis of ideas. Students often struggle with synthesis leading to "they said" descriptive style papers. With the rise of AI taking over mechanical and descriptive writing tasks, the need for students to creatively and thoughtfully analyze information to generate innovative ideas is essential. This G.I.F.T uses visual and tactile learning to begin conversations about synthesis, create spaces for peer-to-peer learning, and help students "see" across their research to craft better arguments and generate new ideas.</p> <p style="text-align: center;">Critical Thinking & Learning with ChatGPT Debipreeta Rahut, Radhika Gajjala, & M. Taufiq Al Makmun (Bowling Green State University)</p> <p>In this teaching activity, we encourage students to embrace the "learning by doing" approach to critically engage with ChatGPT. This activity was implemented in an entirely online undergraduate-graduate course on intercultural communication. Students utilized the free version of ChatGPT to input prompts based on concepts learned in class, analyzing how the output has missing contexts or is not totally correct. Through this process, they developed critical thinking skills and learned that generative AI tools should not be followed blindly but can be used as brainstorming tools.</p> <p style="text-align: center;">Medium and Message: Using a Political Debate to Understand the Role of the Medium in Public Speaking Ryan Eisenhuth (Ohio University)</p> <p>By listening to and then watching clips from a political debate, students will directly experience how the communication medium used by a public speaker influences the meaning of the message communicated by the speaker. In particular, listening to a clip from the 2020 Vice Presidential Debate in which a fly lands on Mike Pence's head without visuals and then watching the same clip with visuals will demonstrate to students that the communication medium used by a speaker to send a message will impact their perception of both the speaker and the message itself.</p>
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GIFTS (cont.)
Room: UR 241
Chair: Rhiannon Kallis
(University of Akron)

**Navigating the Unknown:
Integrating Uncertainty Management in Classroom Settings**

Namra Nadeem (Ohio University)

In educational settings where students are international, many uncertainties may emerge in teacher-to-student interactions and peer-to-peer interactions, managing these uncertainties is of utmost importance for the well-being of the class. Therefore, this activity is designed to help students understand and grasp the key concepts of uncertainty management theory (UMT) through an experiential learning approach. It will also enhance the student's analytical and critical thinking skills, enabling them to apply the UMT principles to practical world scenarios. It will have two parts; Phase 1 of the activity is to help students apply the concept of social uncertainty management within the classroom setting. It will help build strong connections and promote networking within the class, students will get to know each other better, leading to a more collaborative learning environment. The second part involves critical thinking and it will strengthen students' understanding of uncertainty management theory and its relevance in decision-making.

Social Media Literacy Speech

Fang Wang (University of Findlay)

Social Media Literacy Speech is designed as one of three assigned speeches in the Introduction to Communication class to meet Oral Communication requirement as a general education course. The speech is designed based on the research on the social media literacy and media literacy. It focuses on the news consumption of social media. Social media are characterized by their mass use among different populations. Social media users could be confronted with the dissemination of false and manipulated news in the post-truth era (Dolanbay, 2019). The falsified news is produced and circulated intentionally in order to obtain more visits by users. In combination with people sharing information without a review process for the content, the manipulated news goes viral very quickly (Cooke, 2017). College students need to learn how the digital media could manipulate the message and use social media critically. In completion of the assignment, students are able to practice their critical thinking of the social media messages by evaluating and assessing the credibility of the sources and face-check the major claims in the selected news story.

What's My Problem: A Vocalics Practice Activity

Carla Dalrymple (Stark State College)

This activity is designed to give students an opportunity to gain confidence in presenting in front of others through the use of negative examples (what NOT to do). This classroom activity can be used for an in-person class or modified for an online class. It requires minimal preparation and set-up and can easily be scaled up or down to accommodate different class sizes.

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A special thank you to the following groups and individuals who made the conference possible.

- Our hosts, the terrific Cleveland State University.
- Special thanks to the faculty, staff, and students at Cleveland State University.
- Our partners and sponsors whose contributions help keep registration costs low.
- All conference submission reviewers, session chairs, respondents, and poster judges.
- Dr. Lisa K. Hanasono for sharing her time, talent, and treasures with us.

The 2024 Ohio Communication Association Executive Board thanks you for attending!

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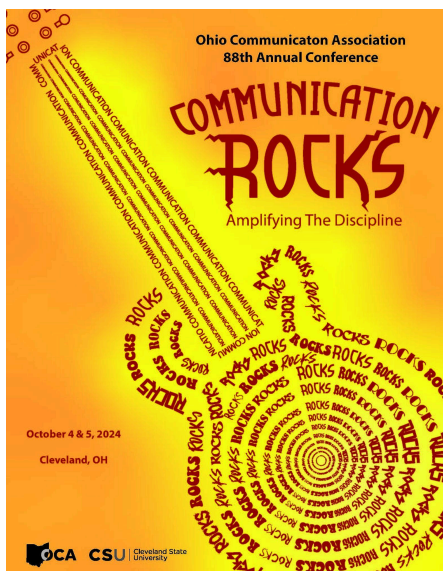
SPECIAL THANKS to the talented Clark State College students of the GPH 2085 Service Learning Capstone, under the instruction of Scott Dawson, Coordinator of Graphic Design and New Media.

The Ohio Communication Association conference program cover and social media artwork were created by Charity Martel.



In addition to Charity's excellent work, we wanted to take a moment to thank the other students for their hard work and strong submissions as well:

Sachea Pettigrew



Alyssa Owens

