

# ICR GRADUATE STUDENT CONFERENCE



SATURDAY, MARCH 4, 2023 @ 4031 CAMPUS INSTRUCTIONAL FACILITY

Time	Session	Presenter(s)
8:30 - 9:00	Welcome	<b>Sela Sar</b> , ICR Director
9:00 - 10:20	Panel 1: Reconsidering News and Publics	<b>Sakshi Bhalla</b> - <i>Measuring the Consumption of Political News: Patterns of Selectivity and Avoidance</i> <b>Rik Ray</b> - <i>Got a minute? Impact of COVID-19 on News Engagement and the Role of Audience Availability</i> <b>Dongchan Lee, Woojin Kim, &amp; Jane Yeahin Pyo</b> - <i>Artificial Intelligence (AI) in Journalism: News Readers' Perception of Source and Message Credibility</i>
10:30 - 11:50	Panel 2: Brands and Nation	<b>Namita Gupta</b> - <i>Utterly Butterly Indian: Constructing a National Memory in Advertisements</i> <b>Kirby Cook</b> - <i>Flavors of Fiction: Humorous Incongruencies of the Self-Parody Product</i> <b>Yiran Gao</b> - <i>Elite Identity vs Comedian Celebrity: A Controversy in Chinese Social Media</i> <b>Anirban Mukhopadhyay</b> - <i>Fireside Chat Re-imagined: Radio as the Citizenship Machine and "Mann ki Baat."</i>
12:00 - 1:30	Lunch & Keynote	<b>Richard Huskey</b> , Assistant Professor, Department of Communication (UC Davis) <i>Simulation in Communication Science: Insights from a Non-Expert</i>
1:30 - 2:50	Panel 3: Contesting, Resisting, and Recreating Gender	<b>Anqi Peng</b> - <i>"Leftover Women" Discourse and Counter-discourses in the Digital Space</i> <b>Brian Landes</b> - <i>The Paul Brothers or Abject Masculinity as the Official Style of Capitalism</i> <b>Jingyi Gu</b> - <i>Sisters Who Hustle: Inspirational Labor and Platformed Community of TikTok Live Shopping Streamers on Xiaohongshu</i>
3:00 - 4:20	Panel 4: Technology, Digital Spaces, and Identities	<b>Chen (Crystal) Chen</b> - <i>What is "Being There"?: An Ontology of the Immersive Experience</i> <b>Ariana Cano</b> - <i>Understanding Self-Expression Through Avatar Creation for Women of Color</i> <b>William Helmke</b> - <i>A Media and Video Game-centered History of Tokyo's Postwar Spatial Production</i>



Time	Session	Presenter(s)
4:20-4:50	Poster Session	<p><b>Alyssa Xinle Du</b> - <i>Impact of Different Endorser's Relevance level on customer's Perceived Credibility Value Towards Advertising: A study Based on Celebrity and Expert Endorsers</i></p> <p><b>Ketan Krishna</b> - <i>Disciplining and Conditioning in Generative AI</i></p> <p><b>Floria Yujin Lee</b> - <i>Effect of Product-Endorser Congruence on Advertising Avoidance</i></p> <p><b>Weizi Liu &amp; Mia Wang</b> - <i>Unpacking Trust in Recommendation Systems: The Roles of Source Framings, Agency Attribution, and Product Types in Consumer Perceptions and Evaluations</i></p> <p><b>Stephanie Perez</b> - <i>The Romance of Platonic Intimacies in And Just Like That</i></p> <p><b>Jennifer Shiyue Zhang, Ruochong Ji, Junqi Shao, &amp; Leona Yi-Fan Su</b> - <i>Effects of Corrective Messages on Food-related Misperceptions and Behavioral Intentions: The Roles of Message Format, Information Source, and Perceived Credibility</i></p>
4:50-6:00	Keynote	<p><b>Aymar Jean Christian</b>, Associate Professor, School of Communication (Northwestern University) <i>Reparative Media</i></p>
6:00-6:05	Closing	<p><b>Amanda Ciafone</b>, ICR Director of Graduate Studies</p>

**SUNDAY, MARCH 5, 2023 @ 336 GREGORY HALL (please enter at Wright St. entrance)**

10:00-11:30	Roundtable	<p><i>Beyond Data: A Roundtable Discussion of Computational Methodologies and Epistemologies</i></p> <p><b>Aymar Jean Christian</b>, Associate Professor, School of Communication (Northwestern University)</p> <p><b>Richard Huskey</b>, Assistant Professor, Department of Communication (UC Davis)</p> <p><b>Zoe LeBlanc</b>, Assistant Professor, School of Information Sciences (Illinois)</p> <p><b>Margaret Yee Man Ng</b>, Assistant Professor, Department of Journalism (Illinois)</p> <p><b>JungHwan Yang</b>, Assistant Professor, Department of Communication (Illinois)</p>
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