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21th Annual International Public Relations Research Conference

Welcome to the twenty-first annual meeting of the International Public Relations Research Conference. As those of you who are returning know, this conference is different than other public relations research meetings or conferences in several ways. First, this conference was and continues to focus entirely on public relations research from a variety of perspectives—theoretical, experimental, case study, survey, participant-observation, measurement, pedagogical, and more. Second, this is a conference where people talk with each other not to each other. Third, presentations are based on their projected outcomes—outcomes that may not support the study’s hypotheses or goals—or approaches that may not be “mainline.” There’s always something controversial being presented. Fourth, this is a participative meeting—we expect presenters to discuss their research, not report it; we expect questioning throughout the meeting, not just the various sessions. And, finally, this year we will award completed papers from \$500 to \$3,000 each as the *Institute for Public Relations W. Ward White Awards for Top Two Papers of Practical Significance*, the *Arthur W. Page Center Benchmarking Award*, the *PRSA Employee Communication Award*, the *University of Miami School of Communication Top Student Paper Award*, the *Brigham Young University Top Ethics Paper Award*, the *Peter Debreceeny Corporation Communication Award*, the *Koichi Yamamura International Strategic Communication Award*, the *Boston University Award for the Top Paper about Public Relations and the Social and Emerging Media*, the *International ABERJE Award*, the *PRIME Research Award*, and “*Big Jack Award*” in honor of founding member and driving force in making IPRRC the place to present research, John (Jack) Felton. In addition, we will be announcing a new award honoring the work of public relations legend, Pat Jackson, and its specific requirements.

IPRRC is proud to celebrate its 21st year in Downtown Orlando. The DoubleTree by Hilton Downtown Orlando offers many restaurants and shops within a short shuttle or car service ride. Shuttle service within a 3-mile radius is available through the hotel clerks. It takes approximately 30 minutes to Orlando International Airport (MCO) and 40 minutes to the major tourist attractions: Walt Disney World, Universal Orlando, and aquariums. In the hotel, you will find the rooftop terrace with a large pool for individual discussions of common research interests, and an overall better conference facility.

What Can I Expect?

If you have been with us before you know that this is an exhaustive 3-day discussion of public relations research and theory. The actual sessions begin following opening welcomes at 8:00 and at 8:30 with the first round of discussions. Each session consists of 6 presentations going on simultaneously — each author(s) will quickly present his or her (their) presentation in about a 7-minute time frame and then for the next 8 minutes discuss with listeners the ramifications of their presentation. After 15 minutes participants are asked to move to another table for another discussion. (Please note that participants may have to make choices about whom they discuss within each session, we will have many sessions with four rounds but six presenters.) Each session begins on time and ends on time. We fully expect that discussions will continue out of session, at lunch, or over refreshments and drinks. We hope that several research collaborations are born from each conference—whether between academics or between academics and professionals.

You will have received a full conference program via e-mail about a week before the conference begins. The basic program schedule can be found at the IPRRC website, www.IPRRC.ORG, posted several weeks in advance of the conference. In addition to the program, in it you will have 50-word abstracts of each presentation. Please review each and use it as a way to decide which presentations you would like to hear and who is presenting. This is a discussion-formatted conference and your attendance at sessions is what makes it the success it has been.

For Presenters:

First time presenters almost always find that they have problems with the timing of each round within a session. You will find it best to present an executive summary of your findings with handouts for more specific findings. We do not provide projection equipment and frown on PowerPoint presentations via laptop but promise not to confiscate from those who do. Please rehearse your presentation—experience has taught us that by the third round of presenting, you will be where you should be. One final comment: when told it is time to shift tables, please do so immediately. Holding up the next round only reduces the time you have. During the sessions Board of Directors members will be observing presentations for the “Big Jack Award” for best presentation. This award may go to anyone, but the paper presenters must have attended the entire conference to be eligible and be available at the Saturday afternoon award presentation.

For Participants:

Initially, our presenters were the primary participants, and all spoke the same language (research, theory, pedagogy). Somewhere around IPRRC2 public relations professionals began attending and began asking practical application questions or, as in the case of theory and experimental research, began asking the “what does this mean?” and “so what?” questions. Please ask for clarification, for definitions, and for how these presentations may advance the practice of public relations. Seek insight and offer suggestions for future research—research you may become a part of. We do ask that you do so politely and hope that we create a supportive communication climate. We have in the past had to pull some participants aside and talk about the proper way to criticize; hopefully, this won’t be a problem this year.

When asked to move to the next session, please do so quickly—however, you do not have to move and you may stay for more than one round of discussions. Be prepared for multiple circles around each table as the session progresses. It will be noisy, but we’ve found this not to be a major problem.

For All:

Your registration gives you three breakfasts at the conference hotel and three lunches. We sponsor an annual social of drinks and food (Saturday) where finger/comfort foods are provided. We encourage all of you to engage with our social media channels. We fully expect that participants will informally group and visit some of the fine restaurants in the Downtown Orlando area. Lists of places to eat are available at the front desk or in your registration packets. Finally, post-conference *all* participants will be emailed certificates of participation. For those who need such documentation immediately, please let Michelle Hinson or myself know as soon as you can.

If you have any concerns or questions, please feel free to contact Melissa Dodd, Conference Director, Michelle Hinson, Chief Financial Officer, and the Conference Coordinators Ms. Bora Yook, Ms. Zifei “Fay” Chen, Mr. Aaron Scott, or myself. We’ll do all we can to make your stay as educational and pleasant as possible.



Don W. Stacks
Chief Executive Officer

**21st Annual International
Public Relations Research Conference
Schedule of Events**

Wednesday, March 7

Dress: Business Casual

3:00–5:00

IPR BOARD OF DIRECTORS

(Closed Meeting)

4:00 – 6:00

CONFERENCE REGISTRATION

DoubleTree Hotel Lobby, 1st Floor

March 8 through March 10

All Day

Meetings with Journal Editors

PR Journal and Journal of Public Relations Research editors will be available throughout IPRRC21 to talk with you about your research and how to best prepare it for submission to the journals.

March 10

7:00 – 8:00

Breakfast with the Editors

Location **TBD**

Get tips on targeting different journal for your work, submitting manuscripts, responding to reviewers and getting published. Bring you breakfast with you and join in the Q&A.

Thursday, March 8

Dress: Business Casual

All paper sessions are in the Anderson/Delaney Room, 2nd Floor

7:00 – 8:00 **BUFFET BREAKFAST** Summerlin/Princeton Room, 2nd Floor
Conference Registration Lobby, 2nd Floor

8:00 – 8:15 **CONFERENCE OPENING SESSION WITH SPECIAL RECOGNITION**
Anderson/Delaney Room, 2nd Floor

Welcome Don W. Stacks, Executive Director & CEO

8:30 – 9:30 **Research Discussions, I***

Presiding: **Don W. Stacks**

1. *Crisis Communication in the Omni-Channel Age*
Monique Farmer, Omaha Public Schools
Ming (Bryan) Wang, University of Nebraska-Lincoln
2. *Bad Press? How CEOs Drive Business Forward via Apology Strategies*
Michel M. Haigh, and **Prisca S. Ngondo**, Texas State University
3. *The influence of organizational environment on corporate messages of Japanese companies*
Hinako Suda, Hokkaido University, Sapporo, Hokkaido, Japan
4. *Polarized Public Opinions Responding to Corporate Social Advocacy (CSA): Social Network Analysis of Boycotters and Advocators for Brands*
Hyejoon Rim, University of Minnesota,
YoungAh Lee and **Sanglim Yoo**, Ball State University
5. *Which Is More Important, PR Skills or Understanding Your Business? An Attempt to Assess Value of Japanese Corporate PR Managers*
Junichiro Miyabe, Hokkaido University (Japan)
and **Koichi Yamamura**, Waseda University (Japan)
6. *Examining the Role of Leadership on Reputation During a Crisis: The Case of United and Delta Airlines*
Tulika M. Varma, University of North Florida

9:45 – 10:45 **Research Discussions, II**
Presiding: **Donald K. Wright**

1. *Who Tweets What and Why? Exploring Twitter Communications by National Public Health Departments*

* Each research discussion session has five or six table presentations, designated by the numbers in the left column throughout the program and identified by table top signs 1-6.

Jeanine Guidry, Shana Meganck, Marcus Messner, Virginia Commonwealth University

Alessandro Lovari, University of Sassari (Italy)

Scott Sherman, Jay Adams, Vivian Medina-Messner, Baobao Song, Mallory Perryman, and Josh Smith, Virginia Commonwealth University

2. *Communicating Confidence in U.S.-Based Multinational Organizations: A cross-cultural confidence model*
Katy L. Robinson, University of Florida
3. *Building Corporate Identity with Online CSR communication: A Web Content Analysis of MNCs in China*
Duli Shi, University of Maryland
4. *Using Strategic Communication to Combat Food Insecurity Among College Students*
Courtney Lawson, University of Oklahoma
5. *Social Networking, Public Interaction, and Message Resonance: Lessons on Social Media-Facilitated Public Formation from The NFL Protests*
Devin Knighton, Justin Guild, and Brian G. Smith, Purdue University
6. *Moving PR Research Forward: An Assessment of Biometric Research Use in Related Fields*
Lindsey J. DiTirro and Erin E. Gilles, University of Southern Indiana

11:00 – 12:00 **Research Discussions, III**

Presiding: **Keven Stoker**

1. *Talking Business Casual to Publics Online: Dialogical Communication Messaging Strategy Effects on Attitude of Organizations on Facebook*
Casey McDonald and Leping You, University of Florida
2. *Creating a Media Experience: The U.S. Navy's "Sailor for a Day" Campaign*
Shari R. Veil, University of Kentucky
Chelsea L. Woods, Virginia Tech
and **Dave Hecht**, U.S. Naval Air Force Atlantic
3. *Theory Meets Practice: Updating the Contingency Theory of Conflict Management with Insights from an Adroit Practitioner*
Douglas S. Wilbur and Yue Tang, University of Missouri at Columbia
4. *"I want to be like Olivia Pope": An Exploration of "Scandal's" Olivia Pope's Influence on Female Public Relations Professionals' and Students' Career Aspirations*
Danielle LaGree, Kansas State University
and **Cynthia M. Frisby**, University of Missouri-Columbia
5. *Organization-Public Relationship Strategies of Chinese and American Multinational Corporations on Social Media*
Yifeng Lu and Yun Tian, China University of Petroleum (Beijing)
6. *Strategic Public Relations Management and Its Contributions to Organizational*

Decision-Making: A Case Study of Four SMEs In the Swiss Health Sector
Ester Leoni, Freelance Communication Professional
 and **Krishnamurthy Sriramesh**, Purdue University

12:00 – 1:00 **LUNCHEON**
 Summerline/Princeton Room, 2nd Floor

1:15 – 2:15 **Research Discussions, IV**
 Presiding: **Koichi Yamamura**

1. *Applying Situational Crisis Communication Theory to the Marines United Crisis: Effects on the Marine Corps' Reputation*
Gregory Carroll and **Skye Martin**, San Diego State University
2. *Breaking the Glass Ceiling: Women Leaders in Public Relations*
Hilary Fussell Sisco, Quinnipiac University
3. *Effects of Expressing Emotion and Altering Logo Color in Organizational Crisis Responses*
Jiyoung Won, **Namyeon Lee**, and **Sungkyoung Lee**, University of Missouri-Columbia
4. *How Do Nonprofits Talk to Business Partners? Exploring CSR Partnership on Twitter*
Chuqing Dong, and Hyejoon Rim, University of Minnesota Twin Cities
5. *Treating Ivanka Unfairly: Understanding the Impact of Presidential Tweeting on Publics' Perceptions and Intentions to Boycott Corporations*
Arunima Krishna, Boston University
Soojin Kim, Singapore Management University
Craig Brodey, Nobar Torque Tools Pvt. Ltd.
 and **Kelly S. Vibber**, University of Dayton
6. *Social Media Deletion in Crisis Communication: Litigation Issues Concerning Deleted Social Media Content*
Cayce Myers, Virginia Tech

2:30 – 3:30 **Research Discussions, V**
 Presiding: **Ali Alanazi**

1. *Longitudinal Study Tracking Social and Digital Media Use in Public Relations Practice During the Past 13 Years*
Donald K. Wright, Boston University
 and **Michelle Drifka Hinson**, NxGen Global
2. *Nonprofits' Public Relations Measurement: Past, Present, and Future*
Jung Kyu "Rhys" Lim, University of Maryland
3. *How Top Social CEOs are Engaging on Social Media? Dialogic Communication and Social Presence*
Linjuan Rita Men, University of Florida

Wan-Hsiu Sunny Tsai, University of Miami
Zifei Fay Chen, University of San Francisco

4. *What Influences Association Members to Donate More? Exploring the Factors Influencing Members' Donation Amount in Professional Associations*
Jeyoung Oh and **Eyun-Jung Ki**, University of Alabama
5. *Anaphylaxis Isn't the Only Thing to Cause Shock: A Case Study Analyzing Mylan's Handling of the EpiPen Price Increase*
Ciera Dockter and **Emily Rackers**, University of Missouri
6. *Harvest of Shame: Public Relations Education in the 21st Century*
Marina Vujnovic, Monmouth University
 and **Dean Kruckeberg**, University of North Carolina at Charlotte

3:45 – 4:45 **Research Discussions, VI**
 Presiding: **Melissa D. Dodd**

1. *Corporate Social Responsibility: A Decentralization Approach to Assessing the CSR Efforts of Mobile Telecommunications Companies in Ghana*
Wunpini Fatimata Mohammed, **Anli Xiao**, and **Erica Hilton**, Pennsylvania State University
2. *I Will Survive, But How? Roles and KSAs of Solo PR Practitioners*
Yusuke Ibuki, Kyoto Sangyo University (Japan)
3. *Trends in Purpose: Do PR Agencies Have A Case of Cobbler's Children Syndrome?*
Marcia W. DiStaso and **Pamala Proverbs**, University of Florida
4. *How Stressed Are We: The Mental Health and Wellness of Canada's Public Relations Practitioners*
Diane Riddell, Syracuse University
5. *Emotion-Carrying Messages and Stakeholder Engagement on Facebook: Behavioral Insights from Fortune 100*
Zongchao Cathy Li, San Jose State University
Yi Grace Ji, Virginia Commonwealth University
Weiting Tao, University of Miami
 and **Zifei Fay Chen**, University of San Francisco
6. *The University of Virginia Under a Microscope: An Analysis of Crisis Responses Surrounding the Charlottesville Protests*
Carl A. Ciccarelli, and **Deborah Davis**, Ball State University

6:00 – ?? Dinner on your own

Friday, March 9

Dress: Business Casual

7:00 – 8:00 **BUFFET BREAKFAST** Summerlin/Princeton Room, 2nd Floor
Conference Registration Lobby, 2nd Floor

8:30 – 9:30 **Research Discussions, VII**

Presiding: **Sean Williams**

1. *Maintaining Relationships on Instagram: Test of Social Presence, Interactivity and Human Voice on Organization-Public Relationship*
Seoyeon Hong, Webster University
 and **Hyunmin Lee**, Drexel University
2. *How Organization-Public Identification, Image Threat, and Publics' Social Cause Involvement Affect Nonprofit Crisis Communication*
Liang (Lindsay) Ma, Texas Christian University
3. *A Social Network Analysis of Politically Motivated Social Media Advocacy on Twitter*
Wan-Hsiu Sunny Tsai, Weiting Tao, Ching-Hua Chuan, and Cheng Hong,
 University of Miami
4. *Making Them Proud: Internal Reputation Management in the Toronto Transit Commission*
Sara Goldvine, McMaster University (Canada) and Syracuse University
5. *Public Relations and Humanitarian Crises: A Need for Theory Building*
Rachel Kovacs, College of Staten Island, CUNY
6. *Refining the Intentional Crisis Type: A Dual Threshold Model*
Eli Tachkova and **W. Timothy Coombs**, Texas A&M University

9:45 – 10:45 **Research Discussions, VIII**

Presiding: **Shannon Bowen**

1. *Trust, Transparency, and Power: A Force When Applied to Internal Strategic Communication in the Department of Defense*
Mandy Seeley, Kenneth D. Plowman, and Zachary A. Miller, Brigham Young University
2. *Listening as the Driver of Excellent Public Relations and Business Strategy*
Katie R. Place, Quinnipiac University
3. *Why Sense of Community Matters: Linking Local Government-Community Relationship and Community Building*
Minsoo Kim and **Moonhee Cho**, University of Tennessee
4. *The Financial Impact of Fake News: A Case Study Analysis of Man-Made Crises*
Cheryl Ann Lambert, Michele Ewing, Kent State University
 and **Chas D. Withers**, Dix & Eaton
5. *Audiences, Publics, Stakeholders, and Residuals: Building a More Definitive and*

Crucial Understanding of Public Relations Terminology in the Era of Social Media

Robert Wakefield, Brigham Young University
and **Devin Knighton**, Purdue University

6. *Public Relations as Praxis: A Continuum of Theory, Practice, and Skill*
Adrienne Viramontes, University of Wisconsin-Parkside

11:00 – 12:00 **Research Discussions, IX**

Presiding: **John Gilfeather**

1. *From Hourglass to Spider Webs: Paradigm Shift in Media Effects and Implications for Public Relations*
David M. Dozier, San Diego State University
2. *How Do Social Media Influentials Gain Influence in Different Types of Crises? Examining Influentials in Eight Organizational Crises with Twitter Big Data*
Xinyan Zhao, Hong Kong Baptist University (China)
Mengqi Zhan, Jung Kyu Lim, and Brooke F. Liu, University of Maryland
3. *Short Trip for a Long Intellectual Journey: An Alien's Experience*
Stephen A. Greysen, Harvard Business School and Boston University
4. *Reconceptualizing Reputation in Crisis Communication Research*
Finn Frandsen, Winni Johansen, Aarhus University (Denmark)
W. Timothy Coombs, Texas A&M University
5. *Are You Ready for It? Chinese Consumers' Expectations of Corporate Social Advocacy*
Baobao Song, Virginia Commonwealth University
and **Xiaomeng Lan**, University of Florida
6. *What Is the First Message You Should Communicate During A Crisis? An Analysis of Crisis Response Strategies on Organizational Assets*
Erika J. Schneider, Marquette University

12:00 – 1:00 **LUNCHEON**

Summerline/Princeton Room, 2nd Floor

1:15 – 2:15 **Research Discussions, X**

Presiding: **W. Timothy Coombs**

1. *Ending the Silence of Sexual Assault Victims: The #metoo Campaign on Twitter*
Sara Sturgess and **Kelli S. Burns**, University of South Florida
2. *Exploring the Role of Social Media Usage in Creating an Engaged Workplace*
Michele Ewing, Kent State University
Rita Linjuan Men, University of Florida
and **Julie O'Neil**, Texas Christian University
3. *The Role of Investor Relations as An Intermediary of Financial Literacy in Canada*
Sarah Twomey, McMaster University (Canada)

4. *How Do Theory and Research Drive Forward Public Relations?: An Analysis of Social Media Research in Public Relations*
Ensung Kim, Eastern Illinois University
 5. *The Outsiders: Understanding How Activists Challenge and Change Corporate Behavior*
Chelsea L. Woods, Virginia Tech
 6. *Disruption in the Master's Degree Marketplace: Online Public Relations & Strategic Communication Programs*
Paula L. Weissman, Gemma Puglisi, Dario Bernardini, and Joseph Graf, American University
- 2:30 – 3:30 **Research Discussions, XI**
Presiding: **Julie O'Neil**
1. *How Do You Tweet? Examining Conversational Voice in Hispanic-aimed Promoted Tweets using Big Data*
Bokyung (Bo) Kim, Alison N. Novak, and Kristine C. Johnson, Rowan University
 2. *Strengthening National Hockey League Relations through Social Media*
Juliana Nikac and Sophia Alfieri, Quinnipiac University
 3. *More Than Just Allergic Reactions: An Analysis of Public Reaction to Mylan's EpiPen Price Increase*
Ciera Dockter and Emily Rackers, University of Missouri
 4. *International Differences in Public Relations Firms' Code of Ethics in America, Asia, and Europe*
Hanna Park, Middle Tennessee University
 5. *Perception of Communication Satisfaction and Its Effects on Employee Organizational Commitment, in Argentina. An Impact Study in Two Large Multinational Organizations: Carrefour and DIA*
Mariana Barresi, Catholic University of Uruguay (Uruguay) and Barresi & Associates
 6. *Dialogic Communication and Thought Leadership: Twitter Use by Public Relations Agencies in The United States*
Patrick D. Thelen, Katy L. Robinson, and Cen April Yue, University of Florida
- 3:45 – 4:45 **Research Discussions, XII**
Presiding: **Ken Plowman**
1. *Effective Leadership for Creating Shared Value: A Cross-National Study in the United States, Germany, and China*
Yi-Ru Regina Chen, Hong Kong Baptist University (China),
Shannon A. Bowen, University of South Carolina
Chun-Ju Flora Hung-Baesecke, Massey University (New Zealand)
Ansgar Zerfass, University of Leipzig (Germany)

and **Ben Boyd**, Edelman

2. *Employee Vocalizing and Its Strategic Value: Its Meaning Analysis, Operationalization, and Nomological Validity*
Myoung-Gi Chon, Auburn University
Jeong-Nam Kim, University of Oklahoma
Chansouk Kim, Cheongju University (Korea)
3. *Astroturfing and Its Gain and Loss: Two Experimental Studies on the Disclosure of Motives and Its Effect Boundaries for Ethical and Effective Communication*
Loarre Andreu Perez, Jeong-Nam Kim, and Bugil Chang, University of Oklahoma
4. *Cause Organizations Practicing PR on the Edge: Effect of Source Credibility on Fringe Idea Acceptance in Social Media*
Russell Wolfkiel, Laura Kerimova, Scott McCann, and Tara Volz, San Diego State University
5. *How Does Non-Paid Media Impact the Effectiveness of Paid Ads? An Exploration with AT&T and Hotels.com*
Angela Jeffrey, Gary Getto, ABX Advertising Benchmark Index
 and **Sandra Duh**, Southern Methodist University
6. *Practicing What We Preach: Evaluating Crisis Press Conferences*
John Brummette, Radford University
Hilary Fussell Sisco, Quinnipiac University
Lynn M. Zoch, Stefani Szkalak, and Lauren Sledd, Radford University

5:00 – 6:00

Panel Session

The Consultant's Craft: Working with Agency and Research Firms
 Sponsored by Weber Shandwick

This panel explores the relationship between public relations agencies, research firms, and academics who conduct professional research.

Panelists:

Shannon Bowen, University of South Carolina

Donald K. Wright, Boston University

Allyson Hugely, Weber Shandwick

Mark Weiner, Prime

6:00 – ??

Dinner on your own

Saturday, March 10

Dress: Business Casual

- 7:00 – 8:00 **BUFFET BREAKFAST** Summerlin/Princeton Room, 2nd Floor
Conference Registration Lobby, 2nd Floor
- 7:00 – 8:00 **MEET WITH PR JOURNAL AND JOURNAL OF PUBLIC RELATIONS RESEARCH EDITORS**
Bring your breakfast to the *** room to talk about submitting to research journals.
- 8:30 – 9:30 **Research Discussions, XIII**
Presiding: **Dustin Supa**
1. *Social Media Attacks! Crisis Coping as Strategic Relationship Management Principles in Public Relations*
Brian G. Smith and **Staci B. Smith**, Purdue University
 2. *Illuminating the Road to a Strategic Campaign: The Value of Measurement*
Kaye D. Sweetser, San Diego State University
 3. *Green Corporate Social Responsibility Perceptions and Cultural Differences: A Comparison Between the U.S. and India*
Nandini Bhalla, University of South Carolina
 4. *Advice on Communicating During Crisis: A Study of Popular Crisis Management Books (PCMBs)*
Finn Frandsen and **Winni Johansen**, Aarhus University (Denmark)
 5. *Inter-Media Agenda Setting and Perceived Message Credibility*
Rochelle Rieger, **Tiffani Walker**, **Michael Hathaway**, and **Joe Keiley**, San Diego State University
 6. *Scale Development for Stakeholder Crisis Response Strategies: A Stakeholder-Oriented Approach.*
Hongmei Shen, San Diego State University, and **Yang Cheng**, North Carolina State University
- 9:45 – 10:45 **Research Discussions, XIV**
Presiding: **David Dozier**
1. *Social Media Influencers: A Multi-Billion Dollar Bubble*
Matthew Kelly, Burson-Marsteller
Melissa D. Dodd, University of Central Florida
Dustin W. Supa, Boston University
 2. *Will You Stand up for Me: How CSR Message Frame and Source of Negative Comments Affect Consumers' Responses on Social Media*
Liang (Lindsay) Ma, Texas Christian University
 3. *Parasocial Relationship 2.0: Realization of One-Sided Relationships from Audiences of Social Media Influencers*

Soo-Kwang Oh, Pepperdine University

4. *Employing User-Generated Content as Mechanism to Measure Attitude Change During Organizational Crises*

Rebecca Costantini, Texas A&M University

5. *Narratives of Experience and Non-Violent Communication as a PR Strategy*

Paulo Nassar, Emiliana Pomarico, and Gustavo Carbonaro, University of Sao Paulo (Brazil)

6. *What Happens When Organizations Lie: Deception, Reputation, and the “Lie Bias” Among Stakeholders*

Benjamin Windholz, and Kathleen Ambrose, University of Kentucky

11:00 – 12:00 **Research Discussions, XV**

Presiding: **Robert Pritchard**

1. *Putting PR into Policy: The Strategic Implementation of Kenya Health Policy*

Liza Ngenye, George Mason University

2. *The Influences of Temporal Distance toward Threat on Publics’ Responses in the Context of Health Crisis*

Sungsu Kim and Yan Jin, University of Georgia

3. *Fake News & Authenticity: A Study of National Animal Welfare Donors’ Information Verification on Social Media*

Diana C. Sisson, Auburn University

4. *Unearthing the Facets of Crisis History in Crisis Communication: A Conceptual Framework and Introduction of the Crisis History Salience Scale.*

LaShonda L. Eaddy, Southern Methodist University

5. *The Effects of Deny, Diminish, and Rebuild Crisis Communication Strategies on Public Attitudes, Perceptions, and Behaviors*

Jensen Moore, J.D. Baker, Courtney Brady, Madison Huffling, and Calvin Washington, University of Oklahoma

6. *Social Media Management: Mapping a Rising Profession*

Michael Johann, University of Passau (Germany)

12:00 – 1:00 **LUNCHEON**

Summerline/Princeton Room, 2nd Floor

1:15 – 2:15 **Research Discussions, XVI**

Presiding: **Stacey Smith**

1. *The Role of Public Relations in Crisis Communication: Source Credibility, Risk Perceptions, and Wildfire Evacuation Decisions*

Jesus A. Dominguez, Rachel Kennedy, Jason A. Neiman, and Abigail Vinas, San Diego State University

2. *Employee Activism on Climate Change: How Stakeholder Salience Affects*

*Activism Outcomes***Nur Uysal**, DePaul University

3. *Sustainability Alliance Networks on Facebook: A Big Data Network Analysis of S&P 500 Environmental Responsibility Initiatives on Facebook*
Yi Grace Ji, Virginia Commonwealth University
and **Aimei Yang**, University of Southern California
4. *A Framework for Mapping Crisis-Mitigating Strategies to the Online Curated Flows of Information: An Exploratory Study*
Tulika M. Varma, University of North Florida
5. *Can't Restore the Bad Image? Embrace It! A Testing of Pertinacious Image as a Strategy in Crisis Communication*
Sisi Hu and **Xing Gao**, University of Missouri-Columbia
6. *Measuring the Effects of Twitter-Based Crisis Communications Strategies on Reputation*
Courtney Boman, University of Missouri

2:30 – 3:30 **Research Discussions, XVII**Presiding: **Bey-Ling Sha**

1. *Supportive Organizational Climate, Work-Life Enrichment, Trust and Turnover Intention: A National Survey of PRSA Membership*
Hua Jiang, Syracuse University and **Hongmei Shen**, San Diego State University
2. *A Systematic Review of Information Communication Technology Usage in Dialogue*
Song Ao, Hong Kong Baptist University (Hong Kong, China)
3. *Communicating with “Hot Cognition Publics” in the Blogosphere: How Perceived Threat of Vaccines, Source Type and Message Type Work Together to Influence Attitudes and Behavioral Intent*
Danielle LaGree, Kansas State University
4. *Airbnb Hosts as Intercultural Mediators: How Citizen Diplomats Negotiate Country Image and Anti-Americanism*
Ying Xiong, University of Tennessee
5. *Focusing on the “Public” in Public Relations: The Importance of Person-Centered Messages (PCMs) in Crisis Communication*
Soo-Kwang Oh, Pepperdine University
Jennifer Owlett, and **Kyung-Hyan Yoo**, William Paterson University
6. *Connecting Organizational Identity and Image Research to Practice: Using Social Media to Promote K-12 Education Programs*
Jensen Moore, **Jensen Armstrong**, **Delaney Vaughn**, and **Wyatt Stanford**, University of Oklahoma

3:45 – 4:45 **Research Discussions, XVIII**Presiding: **Dean Kruckeberg**

1. *When Customers Become Neighbors: How Beekman 1802 Embraces Caring*

Relationship Management to Build Brand-Based Community

Melanie Formentin, Towson University

2. *Differences in CSR Communication among Agencies? Websites: A Study of Public Relations and Communications Agencies in the United States, China, Japan, and the United Kingdom*

Lin Zhang, University of Florida

3. *The use of the Saudi Electronic University of the new and traditional media in the marketing of the International Conference on Integrated Education 2017: A content analysis of the content of the conference's media campaign*

Ali Alanazi, King Saud University

4. *The impact of Crisis Response Strategies on Corporate Reputation and Consumers' Purchase Intentions.*

Bo Ra Yook, University of Miami

5. *Do You Want to Hear A Story? Testing The (In)Effectiveness of Storytelling In Crisis Communication*

Mi Rosie Jahng, Wayne State University

Hyunmin Lee, Drexel University

6. *In the Business of Better Health: An Equivalence Framing Analysis of Obesity Prevention Messages for Women*

Nafida A Banu and **Meta G. Carstarphen**, University of Oklahoma

5:00 – 6:00

AWARDS PRESENTATION

Anderson/Delaney Room, 2nd Floor

Arthur W. Page Center Benchmarking Award

The Boston University Award for the Top Paper about Public Relations and the Social and Emerging Media

Brigham Young University Top Ethics Paper Award

Peter Debreceny Corporate Communication Award

Institute for Public Relations' W. Ward White Awards for Top Three Papers of Practical Significance

International ABERJE Award

Patrick Jackson Body of Knowledge Award (NEW)

Prime Research Award

PRSA Employee Communication Research Award (NEW)

University of Miami School of Communication Top Student Paper Award

Koichi Yamamura International Strategic Communication Award

Sean Williams Graduate Travel Drawing

Big Jack Award

6:00 – 7:00 **CLOSING SOCIAL**
TBD

ADJOURNMENT UNTIL 2019

Research Abstracts
(Sorted by First Author Last Name)

Alanazi, Ali, King Saud University (Saudi Arabia). *The Use of the Saudi Electronic University of the New and Traditional Media in the Marketing of the International Conference on Integrated Education 2017: A Content Analysis of the Content of the Conference's Media Campaign.*

The problem of the study is to analyze and evaluate the contents of the media campaign accompanying messages and follow-up to the International Conference on Integrated Education—the path to knowledge economy held at the Saudi Electronic University during the period 3-5 / 1439H corresponding to 21-23 / 11/2017.

Ao, Song Hong Kong Baptist University (Hong Kong, China). *A Systematic Review of Information Communication Technology Usage in Dialogue.*

The information and communication technologies (ICTs) play an important role in facilitating dialogic communication; however, few studies provide a whole picture of ICT usage in dialogue researches. By systematically reviewing 61 journal articles from 1998 to 2017, this study attempts to identify the principles, effects, research status and trends of dialogic communication on various ICT platforms.

Banu, Nafida A and Meta G. Carstarphen, University of Oklahoma. *In the Business of Better Health: An Equivalence Framing Analysis of Obesity Prevention Messages for Women.*

Studies show that many women, regardless of demographics, face increased health risks due to obesity. Analyzing the websites of two leading national non-profit health protection agencies, through the lens of equivalence framing shows implications for both corporate product and Corporate Social Responsibility (CSR) health messages to women.

Barresi, Mariana, Catholic University of Uruguay and Barresi & Associates (Uruguay). *Perception of Communication Satisfaction and Its Effects on Employee Organizational Commitment, in Argentina. An Impact Study in Two Large Multinational Organizations: Carrefour and DIA.*

This causal study examines the relationship between communication satisfaction and employee organizational commitment in two large multinational organizations operating in Argentina. The results seem to suggest that to foster employees' affective commitment, one of the resources available to managers, is to improve formal communication practices. Communication with the supervisor is also significant though to a lesser extent.

Bhalla, Nandini, University of South Carolina. *Green Corporate Social Responsibility Perceptions and Cultural Differences: A Comparison between the U.S. and India.*

Multinational corporations are increasingly implementing green CSR locally and globally to gain public confidence and enhance their public image. This study uses a 2x2 experimental design to examine the impact of company location, issue proximity, culture, and environmental concern on public perceptions about the company and on purchasing intent.

Boman, Courtney, University of Missouri. *Measuring the Effects of Twitter-Based Crisis Communications Strategies on Reputation.*

How can an organization align messages delivered to stakeholders when engaged in a high-stakes reputation repair strategy? Through a case study of a large public transit organization, the Toronto Transit Commission, this research examines to what degree the messaging used by and beliefs of the front lines differ from those of executives, and how these groups manage any perceived gaps.

Brummette, John, Radford University, **Hilary Fussell Sisco**, Quinnipiac University, **Lynn M. Zoch**, **Stefani Szkalak**, and **Lauren Sledd**, Radford University. *Practicing What We Preach: Evaluating Crisis Press Conferences*.

This study identifies the best practices for organizational spokespersons by reviewing crisis communication and emergency management literature, conducting in-depth interviews with crisis management experts, and conducting a quantitative content analysis of 30 press conference videos using Coombs' framework and various indices for measuring effective communication as a guide.

Carroll, Gregory, and **Skye Martin**, San Diego State University. *Applying Situational Crisis Communication Theory to the Marines United Crisis: Effects on the Marine Corps' Reputation*.

In 2017, a crisis involving the nonconsensual online sharing of explicit imagery threatened the Marine Corps' reputation. This study employed SCCT and measured the effectiveness of various crisis response strategies on preserving reputation. With significant discussion potential due to recent crises originating online, this study integrates theory into best practices.

Chen, Yi-Ru Regina, Hong Kong Baptist University (Hong Kong), **Shannon A. Bowen**, University of South Carolina, **Chun-Ju Flora Hung-Baesecke**, Massey University (New Zealand), **Ansgar Zerfass**, University of Leipzig (Germany), and **Ben Boyd**, Edelman. *Effective Leadership for Creating Shared Value: A Cross-National Study in the United States, Germany, and China*.

Utilizing semantic network analysis and factor analysis, this study surveyed 1,770 participants in three countries to identify the important CEO characteristics and competencies for developing creating shared values (CSV), the corporate initiative that makes profits while simultaneously solving economic or social needs of the community by innovating its business model.

Chon, Myoung-Gi, Auburn University, **Jeong-Nam Kim**, University of Oklahoma, and **Chansouk Kim**, Cheongju University (South Korea). *Employee Vocalizing and Its Strategic Value: Its Meaning Analysis, Operationalization, and Nomological Validity*

This study conceptualized and empirically tested "employees' allegiant-communicative behaviors: allegiant voice and allegiant reticence (i.e., silence)" as new concepts of employee communication behaviors. Furthermore, this study examined how new concepts are associated with focal PR concepts, such as two-way symmetrical communication, organization employee relationships, and megaphoning effects.

Ciccarelli, Carl A., and **Deborah Davis**, Ball State University. *The University of Virginia under a Microscope: An Analysis of Crisis Responses Surrounding the Charlottesville Protests*.

This study sought to better understand the crisis messaging and response strategies, of the University of Virginia during a pivotal moment in history. University statements were collected and analyzed to better understand the strategy applied in response to the protest marches held in Charlottesville in August 2017.

Costantini, Rebecca, Texas A&M University. *Employing User-Generated Content as Mechanism to Measure Attitude Change during Organizational Crises*.

User-generated content (UGC) offers "a voice to the public" through a spectrum of digital platforms. This exploratory analysis aimed to investigate the impacts of how UGC intensified people's attitudes toward Planned Parenthood. The preliminary results demonstrated that UGC may potentially shift people's preconceived attitudes toward controversial organizations

undergoing crisis situations.

DiStaso, Marcia W., and Pamala Proverbs, University of Florida. *Trends in Purpose: Do PR Agencies Have a Case of Cobbler's Children Syndrome?*

Corporate purpose goes beyond philanthropy and CSR to solving social problems as a business strategy. This research analyzed the websites of the top 250 PR agencies worldwide uncovering the extent to which social purpose is offered as a service. The agency websites were also analyzed to determine if they are also purpose-driven.

DiTirro, Lindsey J., and Erin E. Gilles, University of Southern Indiana. *Moving PR Research Forward: An Assessment of Biometric Research Use in Related Fields.*

This study conducted a systematic literature review to understand the current trends in biometric research in the advertising and marketing literature. The results from this study can be applied to PR, providing a new technology-driven method to help practitioners and academics better understand publics' behaviors and reactions to messages.

Dockter, Ciera, and Emily Rackers, University of Missouri. *Anaphylaxis Isn't the Only Thing to Cause Shock: A Case Study Analyzing Mylan's Handling of the EpiPen Price Increase.*

Between February 2008 and February 2016, the price of an EpiPen (epinephrine injection) increased by more than 400%. This paper evaluates how the parent company of EpiPen handled the conflict that arose from the substantial price increase and applies their PR tactics to Contingency Theory and Image Repair Theory.

Dockter, Ciera, and Emily Rackers, University of Missouri. *More than Just Allergic Reactions: An Analysis of Public Reaction to Mylan's EpiPen Price Increase.*

Between February 2008 and February 2016, Mylan increased the price of EpiPen (epinephrine injection) by more than 400%. This paper evaluates how active publics responded to the price increase using the Contingency Theory of Conflict Management and the Situational Theory of Publics.

Dominguez, Jesus A., Rachel Kennedy, Jason A. Neiman, and Abigail Vinas, San Diego State University. *The Role of Public Relations in Crisis Communication: Source Credibility, Risk Perceptions, and Wildfire Evacuation Decisions.*

When a dangerous natural disaster is approaching your home, you will stay or go. Source credibility and perceived risk impact that decision. Guided by risk communication theory, subjective risk assessment and social mediated communication models researchers will determine how official and interpersonal sources trigger an evacuation or a shelter-in-place decision.

Dong, Chuqing, and Hyejoon Rim, University of Minnesota-Twin Cities. *How Do Nonprofits Talk to Business Partners? Exploring CSR Partnership on Twitter.*

Employing social network techniques, this study investigates nonprofits' voluntary disclosure of CSR partnership on Twitter. This study analyzed tweets from 60 recognizable U.S. nonprofits mentioning their business partners. Findings revealed that nonprofits in five issue categories selectively initiated communication with various business partners on social network sites.

Dozier, David M., San Diego State University. *From Hourglass to Spider Webs: Paradigm Shift in Media Effects and Implications for Public Relations.*

In order to remain effective and relevant, PR practitioners and academics must shift from an hourglass paradigm to a spider web paradigm regarding the structure of mediated communication and its effects. An *active audience-centric* model is proposed as a first step in such a paradigm shift.

Eaddy, LaShonda L., Southern Methodist University. *Unearthing the Facets of Crisis History in Crisis Communication: A Conceptual Framework and Introduction of the Crisis History Salience Scale.*

The Situational Crisis Communication Theory identifies crisis history as an intensifier of responsibility attribution. This study offers a crisis history framework, salience scale and decision tree that can inform crisis strategies.

Ewing, Michele, Kent State University, **Rita Linjuan Men**, University of Florida, and **Julie O’Neil**, Texas Christian University. *Exploring the Role of Social Media Usage in Creating an Engaged Workplace.*

Literature conveys the growing use of social media in organizations is leading to a reshaping of internal communication strategy. This study is designed to determine best practices with planning, implementing, and measuring social media strategies to improve employee communication and engagement.

Farmer, Monique, Omaha Public Schools, and **Ming (Bryan) Wang**, University of Nebraska-Lincoln. *Crisis Communication in the Omni-Channel Age.*

Effective crisis communication strategies should take into account multiple components of the communication process model. This study explores how message strategies conveyed through various communication channels, particularly social and mobile media, are received by the media and the public.

Formentin, Melanie, Towson University. *When Customers Become Neighbors: How Beekman 1802 Embraces Caring Relationship Management to Build Brand-Based Community.*

Built by two former communication executives from New York City, the Beekman 1802 brand doesn’t have customers: it has neighbors. This case study uses content analysis and interviews with Beekman’s founders to show how strong relationship management practices and ethics of care can be used to build meaningful customer relationships.

Frandsen, Finn, and **Winni Johansen**, Aarhus University (Denmark). *Advice on Communicating During Crisis: A Study of Popular Crisis Management Books (PCMBs).*

The aim of this study is to investigate 20 popular crisis management books, all written by consultants and all published in the United States and the UK between 1986 and 2018, to see how the authors of these books position themselves as experts vis a vis their clients and competitors, and how they understand organizational crises, crisis management, and crisis communication.

Frandsen, Finn, Winni Johansen, Aarhus University (Denmark), and **W. Timothy Coombs**, Texas A&M University. *Reconceptualizing Reputation in Crisis Communication Research.*

Reputation is one of the key concepts in crisis communication research. The aim of this conceptual paper is (1) to take stock of how crisis communication scholars understand reputation, and (2) to rethink the recently introduced distinction between two macro categories of crisis types: operational crises and reputational crises.

Goldvine, Sara, McMaster University (Canada) and Syracuse University. *Making Them Proud: Internal Reputation Management in the Toronto Transit Commission.*

How can an organization align messages delivered to stakeholders when engaged in a high-stakes reputation repair strategy? Through a case study of a large public transit organization, the Toronto Transit Commission, this research examines to what degree the messaging used by and beliefs of the front lines differ from those of executives, and how these groups manage any perceived gaps.

Greyser, Stephen A., Harvard Business School and Boston University. *Short Trip for a Long*

Intellectual Journey: An Alien's Experience.

From the Harvard Business School to Boston University—a short trip. From teaching Marketing Communications at a graduate business school to teaching first-year graduate students at a communication school—a long intellectual journey. The paper explores the task, course content (branding, communications and reputation), and “the alien’s experience” teaching familiar content in a different environment.

Guidry, Jeanine, Shana Meganck, Marcus Messner, Virginia Commonwealth University
Alessandro Lovari, University of Sassari (Italy), **Scott Sherman, Jay Adams, Vivian Medina-Messner, Baobao Song, Mallory Perryman, and Josh Smith,** Virginia Commonwealth University. *Who Tweets What and Why? Exploring Twitter Communications by National Public Health Departments.*

This study focuses on differences and similarities in Twitter messaging and engagement by national public health departments of 12 countries from the perspective of the managers who are in charge of the accounts. A particular focus is on social media posting and engagement guidelines as well as topic selection.

Haigh, Michel M., and Prisca S. Ngondo, Texas State University. *Bad Press? How CEOs Drive Business Forward via Apology Strategies.*

This study seeks to compare the effectiveness of the difference between a video vs. print crisis response statement and examine how each strategy impacts perceptions of the organization-public relationship (OPR). The results further the utility of image restoration strategies as they are related to OPR.

Hong, Seoyeon, Webster University and **Hyunmin Lee** Drexel University. *Maintaining Relationships on Instagram: Test of Social Presence, Interactivity and Human Voice on Organization-Public Relationship.*

The purpose of this study is to build a model of relationship building in Instagram. Guided by tenants in Social Presence Theory, MAIN model, and conversational human voice, the current paper will contribute to PR practice by offering theory-driven tactics for practitioners and academics about how to maintain positive OPR on Instagram.

Hu, Sisi, and Xing Gao, University of Missouri-Columbia. *Can't Restore the Bad Image? Embrace It! A Testing of Pertinacious Image as a Strategy in Crisis Communication.*

This study proposes a novel approach for the image management—leveraging a pertinacious image to gain benefits. An experiment was conducted to test whether leveraging the pertinacity will outperform an apology in terms of (H1) liking for the guilty party or individual, (H2) intended favorable tweeting, and (H3) purchase intention.

Ibuki, Yusuke, Kyoto Sangyo University (Japan). *I Will Survive, But How? Roles and KSAs of Solo PR Practitioners.*

SMEs, NPOs or startups don't have enough resources and often hire only one PR practitioner. Such solo PR practitioners' roles and KSAs might be different from those in large-sized companies. We'd like to show what the dominant role of solo PR practitioners is and what kind of KSAs they have.

Jahng, Mi Rosie, Wayne State University, and **Hyunmin Lee,** Drexel University. *Do You Want to Hear a Story? Testing the (In)effectiveness of Storytelling in Crisis Communication.*

This study tests whether incorporating narrative (i.e. storytelling) in crisis communication will be effective in mitigating the negative impact of crises using mixed-design experiment. Practical implications for using storytelling as crisis communication strategy will be discussed.

Jeffrey, Angela, and Gary Getto, ABX Advertising Benchmark Index, and **Sandra Duhé**, Southern Methodist University. *How Does Non-Paid Media Impact the Effectiveness of Paid Ads? An Exploration with AT&T and Hotels.com.*

A wealth of studies has demonstrated how PR and advertising impact one another. This study compares Net Positive PR Impressions against advertising creative scores for Hotels.com and AT&T over nine-months. Results show the potential for PR to increase the value of media buys by impacting creative effectiveness.

Ji, Yi Grace, Virginia Commonwealth University, and **Aimei Yang**, University of Southern California. *Sustainability Alliance Networks on Facebook: A Big Data Network Analysis of S&P 500 Environmental Responsibility Initiatives on Facebook.*

To offer theoretical and practical insights on environmental sustainability CSR communication on social media, this study examines how S&P 500 companies form cross-sectoral networks to engage stakeholders and communicate their cross-sectoral relationships. The study triangulates methods including data mining, text-mining, secondary data analysis of a financial database, and network analysis.

Jiang, Hua, Syracuse University, and **Hongmei Shen**, San Diego State University. *Supportive Organizational Climate, Work-Life Enrichment, Trust and Turnover Intention: A National Survey of PRSA Membership.*

Based on an online survey of a national random sample of the PRSA membership (N = 650), this study identified three contributing factors for employers to keep top talent in PR industry: a family-supportive organizational climate, the positive, enriching impact of professional work upon practitioners' life, and trust toward employers.

Johann, Michael University of Passau (Germany). *Social Media Management: Mapping a Rising Profession.*

Social media management has evolved as a new profession in public relations practice. Based on a quantitative content analysis of job advertisements and in-depth interviews with leading social media managers, this study introduces a contemporary job profile for social media management with focus on tasks, competencies, and working conditions.

Kelly, Matthew, Burson-Marsteller, **Melissa D. Dodd**, University of Central Florida, and **Dustin W. Supa**, Boston University. *Social Media Influencers: A Multi-Billion-Dollar Bubble.*

Paid influencer marketing is currently a multi-billion-dollar cottage industry. With an over-supply of influencers in the market, hockey-stick year-over-year growth, lack of industry standards for valuation, and increased consumer skepticism of brand content, this scholar-practitioner research team hypothesizes that paid influencer marketing is a bubble primed for collapse.

Kim, Bokyoung (Bo), **Alison N. Novak**, and **Kristine C. Johnson**, Rowan University. *How Do You Tweet? Examining Conversational Voice in Hispanic-aimed Promoted Tweets using Big Data.*

This study notes Hispanic digital users may challenge current public relations and strategic communication research on digital community formation. To examine the corporate use of conversational voice; and capture Hispanics' reactions to such interactive promoted tweets, this study conducted a content and discourse analysis of Hispanic-aimed promoted tweets made by ten brands and 4,500 user replies to promoted tweets.

Kim, Ensung, Eastern Illinois University. *How Do Theory and Research Drive Forward Public Relations? An Analysis of Social Media Research in Public Relations.*

This study reviews social media research in public relations in recent years and updates the findings of McCorkindale & DiStaso (2014). More specifically, this study, using a thematic meta-analysis, intends to determine how theory and research drive the field of public relations forward.

Kim, Minsoo, and Moonhee Cho, University of Tennessee. *Why Sense of Community Matters: Linking Local Government-Community Relationship and Community Building*.

The current study empirically tested how government-public relationship is related to the sense of community, which further influences the community members' community engagement. More specifically, this study examined the mediating role of sense of community in the linkage between local government-community relationship and community members' engagement intentions (i.e., positive WOM and civic participation).

Kim, Sungsu, and Yan Jin, University of Georgia. *The Influences of Temporal Distance toward Threat on Publics' Responses in the Context of Health Crisis*.

This article examines the effects of an extended concept of threat on publics' responses in the context of health crisis. To this end, a 2 (temporal distance: proximal future vs. distant future) X 2 (the organization's crisis responses: short-term vs. short-term + long-term) experimental design was adopted.

Knighton, Devin Justin Guild, and Brian G. Smith, Purdue University. *Social Networking, Public Interaction, and Message Resonance: Lessons on Social Media-Facilitated Public Formation from the NFL Protests*.

Despite social media's influence on public interaction and protest, few studies have examined the principles of public formation on social media. This study, a semantic network analysis, uses the backdrop of the NFL national anthem protests to understand how messaging and interaction creates and activates publics.

Kovacs, Rachel, College of Staten Island, CUNY. *Public Relations and Humanitarian Crises: A Need for Theory Building*.

This study suggests that public relations scholars should focus on humanitarian crisis communication. Given a spate of crises where a public relations response could alleviate human suffering or devastation, scholars should research variables, including culture, that impact on the effectiveness of such responses and also look to other fields for guidance in establishing parameters for action and for theory building.

Krishna, Arunima, Boston University, **Soojin Kim**, Singapore Management University (Singapore), **Craig Brodey**, Nobar Torque Tools Pvt. Ltd., and **Kelly S. Vibber**, University of Dayton. *Treating Ivanka Unfairly: Understanding the Impact of Presidential Tweeting on Publics' Perceptions and Intentions to Boycott Corporations*.

We unpack the impact of presidential tweeting against corporations on publics' perceptions and intentions to boycott said corporation, specifically, Nordstrom. Using survey data, we identified demographic characteristics associated with publics' perceptions of Nordstrom's actions related to President Trump, and their intentions to either boycott or buycott Nordstrom.

LaGree, Danielle, Kansas State University. *Communicating with "Hot Cognition Publics" in the Blogosphere: How Perceived Threat of Vaccines, Source Type and Message Type Work Together to Influence Attitudes and Behavioral Intent*.

Moms (N = 441) were recruited from Facebook groups where health discussions occurred to participate in a 2 (source: health professional vs. layperson) X 2 (message strategy: scientific evidence vs. experiential narrative) online experiment, in which perceived threat of vaccines

served as a moderator.

LaGree, Danielle, Kansas State University, and **Cynthia M. Frisby**, University of Missouri-Columbia. *“I Want to be Like Olivia Pope”*: An Exploration of “Scandal’s” Olivia Pope’s Influence on Female Public Relations Professionals’ and Students’ Career Aspirations. Many have an idealized view of the PR profession, often perceiving it as a “glam marketing and advertising field” and “Like Samantha on ‘Sex and the City.’” Through survey methodology, this study uses Scandal and its leading character, Olivia Pope, as context to explore the show’s and character’s influence on female PR professionals’ and students’ career aspirations.

Lambert, Cheryl Ann, Michele Ewing, Kent State University, and **Chas D. Withers**, Dix & Eaton. *The Financial Impact of Fake News: A Case Study Analysis of Man-Made Crises*. Preparing for fake news is increasingly a priority for public and private entities, due to the potential economic, financial, and brand equity impact. Case study analysis of PepsiCo, Kay Jewelers, and New Balance revealed financial impact of fake news stories. The theory of image restoration discourse provided framework for analysis.

Lawson, Courtney, University of Oklahoma. *Using Strategic Communication to Combat Food Insecurity among College Students*.

The Health Belief Model and Social Cognitive Theory guide this case study examining the prevalence and severity of food insecurity among students at a large southern university. Surveys and interviews provide data regarding student stressors associated with hunger, giving evidence for strategic communications aimed at combatting food insecurity.

Leoni, Ester, Freelance Communication Professional, and **Krishnamurthy Sriramesh**, Purdue University. *Strategic Public Relations Management and Its Contributions to Organizational Decision-Making: A Case Study of Four SMEs in the Swiss Health Sector*.

This study sought to understand if and how public relations contributes to organizational decision-making through a case study of four SMEs in Switzerland. The most influencing factors on public relations involvement in organizational decision-making were public relations empowerment in the dominant coalition, organizational structure, strategic thinking of PR managers, and their knowledge level and experience.

Li, Zongchao Cathy, San Jose State University, **Yi Grace Ji**, Virginia Commonwealth University, **Weiting Tao**, University of Miami, and **Zifei Fay Chen**, University of San Francisco. *Emotion-Carrying Messages and Stakeholder Engagement on Facebook: Behavioral Insights from Fortune 100*.

This study investigated Fortune 100 companies’ emotion-based content strategies on Facebook and stakeholders’ engagement behaviors. Through regression modeling of over two million pieces of Facebook data, results confirmed that emotion-carrying posts and posts with strong emotions led to increased stakeholder engagement. An emotion contagion effect was verified.

Lim, Jung Kyu “Rhys”, University of Maryland. *Nonprofits’ Public Relations Measurement: Past, Present, and Future*.

Measurement and evaluation of public relations have been one of the top research priorities since the 1970s, yet organizations, including nonprofits, still have not systematically evaluated their communications. This study examines the current state of nonprofits’ public relations measurement and explores next steps for nonprofits’ measurement for societal and economic impacts.

Lu, Yifeng, and **Yun Tian**, China University of Petroleum (China). *Organization-Public*

Relationship Strategies of Chinese and American Multinational Corporations on Social Media.

This study content analyzed the social media use of thirty Chinese and American MNCs from five industries on four platforms to investigate their OPR strategies. The findings suggest that one-way communication still leads and culture, industry, and platform factors play a role in the relationship building of these multinationals on social media.

Ma, Liang (Lindsay), Texas Christian University. *How Organization-public Identification, Image Threat, and Publics' Social Cause Involvement Affect Nonprofit Crisis Communication.*

Nonprofits are an important type of organizations that have not received much attention in crisis communication research. This study examines how a threat to organizational defining attributes, organization-public identification, publics' social cause involvement, and their interactions affect publics' cognitive, emotional, and intentional reactions to a nonprofit crisis.

Ma, Liang (Lindsay), Texas Christian University. *Will You Stand up for Me: How CSR Message Frame and Source of Negative Comments Affect Consumers' Responses on Social Media.*

This study examines which CSR message frame is most effective at winning consumers' hearts and how sources of consumer-generated negative comments on Facebook affect consumers' responses to CSR corporate messages. The examined outcome concepts include attribution of CSR efforts, skepticism toward the CSR initiative, and defense of company's CSR efforts.

McDonald, Casey, and LePing You, University of Florida. *Talking Business Casual to Publics Online: Dialogical Communication Messaging Strategy Effects on Attitude of Organizations on Facebook.*

To inspect human-like behaviors by organizations on Facebook posts, a 2x2x2 experiment (responding to user comments, using a "human" voice, and organization size) was conducted to evaluate subjects' resulting attitude of the organization. Integrating academic with professional research, results speak to effects of dialogical practices by public relations practitioners online.

Men, Linjuan Rita, University of Florida, **Wan-Hsiu Sunny Tsai**, University of Miami, and **Zifei Fay Chen**, University of San Francisco. *How Top Social CEOs are Engaging on Social Media? Dialogic Communication and Social Presence.*

This study provided one of the first empirical analyses on CEOs' social media communications and the associated outcome on public engagement. Specifically, based on a theoretical framework integrating key social media communication principles and strategies, we evaluated dialogic communication, message vividness, message appeals, and social presence in CEOs' SNS communications.

Miyabe, Junichiro, Hokkaido University (Japan), and **Koichi Yamamura**, Waseda University (Japan). *Which Is More Important, PR Skills or Understanding Your Business? An Attempt to Assess Value of Japanese Corporate PR Managers.*

This research poses question on the factors that determine quality of PR practitioners toward effective and efficient conduct of communication activities. Based on the research on the range of careers of Japanese PR managers, authors argue that knowledge and experience beyond the communication activities are important for effective communication practices.

Mohammed, Wunpini Fatimata, Anli Xiao, and Erica Hilton, The Pennsylvania State

University. *Corporate Social Responsibility: A Decentralization Approach to Assessing the CSR Efforts of Mobile Telecommunications Companies in Ghana.*

This study examines how the top four telecommunications companies in Ghana define corporate social responsibility, the ways in which their CSR projects align with these definitions and how these definitions translate into their implementation of CSR projects in their communities through educational, economic and social development.

Moore, Jensen, J.D. Baker, Courtney Brady, Madison Huffling, and Calvin Washington, University of Oklahoma. *The Effects of Deny, Diminish, and Rebuild Crisis Communication Strategies on Public Attitudes, Perceptions, and Behaviors.*

This within-subjects experiment tested 25 different crisis responses that fall into Coombs' Situational Crisis Communication Theory strategies of deny, diminish, and rebuild. Results indicate rebuild strategies are best in terms of attitude toward the response, perception of the organization's recovery, and future behaviors toward the organization.

Moore, Jensen, Jensen Armstrong, Delaney Vaughn, Wyatt Stanford, University of Oklahoma. *Connecting Organizational Identity and Image Research to Practice: Using Social Media to Promote K-12 Education Programs.*

Social media are a way K-12 schools have begun to recruit future students. This case study utilizes Excellence Theory to examine organizational identity and image. Interviews, focus groups, and a survey examined key publics' perceptions when a public-school district proposed creation and maintenance of social media pages.

Myers, Cayce, Virginia Tech. *Social Media Deletion in Crisis Communication: Litigation Issues Concerning Deleted Social Media Content.*

This paper analyzes the legal implications for deleting social media content during a crisis. Laws specifically address the deletion of online content that has evidentiary value, but PR practice utilizes social media deletion as a strategy for online image maintenance. This tension is examined with practical suggestions for PR practitioners.

Nassar, Paulo, Emiliana Pomarico, and Gustavo Carbonaro, University of São Paulo (Brazil). *Narratives of Experience and Non-Violent Communication as a PR Strategy.*

This article is a theoretical reflection on Public Relations and the so-called narrative paradigm of communication. The idea is to emphasize the need new narratives that are in agreement with the new contexts, working with non-violent communication and affective narratives of communication, especially regarding internal communication.

Ngenye, Liza, George Mason University. *Putting PR into Policy: The Strategic Implementation of Kenya Health Policy.*

Kenya's Ministry of Health is challenged to implement a comprehensive health policy that affects all stakeholders in the Kenyan health system. This paper argues the importance of Relationship Management Theory as a practical public relations solution for compliance-gaining to guide policy implementation and promote longevity of the health system.

Nikac, Juliana, and Sophia Alfieri, Quinnipiac University. *Strengthening National Hockey League Relations through Social Media.*

The first of its kind, this study assesses how National Hockey League teams create and strengthen relationships with strategic publics through social media engagement. With relationship management theory as the theoretical foundation, this study uses quantitative content analysis to examine how the NY Rangers forge relationships through social media engagement.

Oh, Jeyoung, and Eyun-Jung Ki, University of Alabama. *What Influences Association*

Members to Donate More? Exploring the Factors Influencing Members' Donation Amount in Professional Associations.

A survey of 4,856 professional association members was conducted to see the potential factors that influence the amount of donation. The results indicated face-to-face solicitation type, personal benefits, and extrinsic motivations affect the donation amount. Results demonstrated those who recommend associations to others donate more when they have intrinsic motivations.

Oh, Soo-Kwang, Pepperdine University. *Parasocial Relationship 2.0: Realization of One-Sided Relationships from Audiences of Social Media Influencers.*

This study employs the theoretical framework of parasocial relationships (PSR) and discusses how such relationships are shifting toward new dimensions amid new modes of communication on social media. Furthermore, the author discusses the implications for digital communication in PR, particularly in dealing with virtual celebrities as social media influencers.

Oh, Soo-Kwang, Pepperdine University, **Jennifer Owlett** and **Kyung-Hyan Yoo**, William Paterson University. *Focusing on the "Public" in Public Relations: The Importance of Person-Centered Messages (PCMs) in Crisis Communication.*

This study applies situational crisis communication theory (SCCT) and person-centered messages (PCMs) to explore how U.S. airlines use person-centered messages (PCMs) when responding to crisis on social media, and how PCM usage in crisis situations affects individuals' attitudes toward the organization.

Park, Hanna, Middle Tennessee State University. *International Differences in Public Relations Firms' Code of Ethics in America, Asia, and Europe.*

Through a content analysis of code of ethics established by PR firms listed in the PR Week Agency Business Report, this study attempts to examine (1) how many PR firms have its own code of ethics, (2) what core values are frequently observed, and (3) if there are international differences in America, Asia and Europe.

Perez, Loarre Andreu, Jeong-Nam Kim, and **Bugil Chang**, University of Oklahoma.

Astroturfing and Its Gain and Loss: Two Experimental Studies on the Disclosure of Motives and Its Effect Boundaries for Ethical and Effective Communication.

Astroturfing is the practice of making messages appear to be supported by grassroots participants, when they are in fact originated by an organization. Our two experimental studies compare and delineate the gains and losses in credibility, brand, desired public intentions, and megaphoning from the use of astroturfing strategies.

Place, Katie R., Quinnipiac University. *Listening as the Driver of Excellent Public Relations and Business Strategy.*

Studies show that many women, regardless of demographics, face increased health risks due to obesity. Analyzing the websites of two leading national non-profit health protection agencies, through the lens of equivalence framing shows implications for both corporate product and Corporate Social Responsibility (CSR) health messages to women.

Riddell, Diane, Syracuse University. *How Stressed Are We: The Mental Health and Wellness of Canada's Public Relations Practitioners.*

Public relations is considered a stressful occupation. Little is known about the wellbeing of the public relations (PR) community. This research focused on the mental health and wellbeing of the PR community in Canada. A national survey was conducted supplemented by in-depth telephone interviews with a sub-set of survey participants.

Rieger, Rochelle, Tiffani Walker, Michael Hathaway, and Joe Keiley, San Diego State University. *Inter-media Agenda Setting and Perceived Message Credibility.*

This experiment manipulated source attribution within an independent news story to gather measures of message credibility (N=676). Results indicated participants attributed significantly greater credibility to information subsidies linked to state-run propaganda sources, vice non-government sources. Results are vital for public relations professionals working with nations employing state-run media or propaganda practices.

Rim, Hyejoon, University of Minnesota, **YoungAh Lee** and **Sanglim Yoo,** Ball State University. *Polarized Public Opinions Responding to Corporate Social Advocacy (CSA): Social Network Analysis of Boycotters and Advocators for Brands.*

The study investigates the characteristics of the network structure of polarized public opinions emerged around CSA. Using NodeXL and machine learning, the study examines Twitter networks of Starbucks and Budweiser when the two brands responded to President Trump's travel ban in 2017. The comparative analysis of polarized social networks reveals the distinct roles of social media in network formations.

Robinson, Katy L., University of Florida. *Communicating Confidence in U.S.-Based Multinational Organizations: A Cross-Cultural Confidence Model.*

Guided by the theoretical framework of uncertainty reduction, a qualitative analysis that revealed how leadership communicators intend to communicate confidence U.S.-based multinational organizations. Interviews were conducted to better understand the experience, strategies and interpretations of leadership communicators. Results include a model, theoretical and practical implications.

Schneider, Erika J., Marquette University. *What Is the First Message You Should Communicate During A Crisis? An Analysis of Crisis Response Strategies on Organizational Assets.*

This research provides insight into the most tactical response strategies for organizations to utilize in the event of a crisis. The findings optimize organizational assets, such as positive reputation and supportive behavioral intentions, and incorporates two of the most crisis-prone industries to bridge practice with implications for theory development.

Seeley, Mandy, Kenneth D. Plowman, and Zachary A. Miller, Brigham Young University, *Trust, Transparency, and Power: A Force When Applied to Internal Strategic Communication in the Department of Defense.*

Recently, internal strategic communication was not improving at one office of the U.S. Department of Defense. Why were communication professionals in that office not successful? Earlier research showed that trust and transparency were connected to internal strategic communication—either positively or negatively. But one new theme arose from the current study: power.

Shen, Hongmei, San Diego State University, and **Yang Cheng,** North Carolina State University. *Scale Development for Stakeholder Crisis Response Strategies: A Stakeholder-Oriented Approach.*

Our study is among the first to propose a valid and reliable way to measure the crisis response strategies used by stakeholders, in the context of a most recent crisis of United Airlines in April 2017. Two online surveys (N=109 and 579) provided empirical support for the new scale.

Shi, Duli, University of Maryland. *Building Corporate Identity with Online CSR communication: A Web Content Analysis of MNCs in China.*

By employing a qualitative content analysis of 10 multinational corporations (MNCs)' CSR

websites in China, this study offered an insight into how MNCs communicate CSR, build their identities, and respond to local expectation in China. It extended the existing CSR communication research and explored how MNCs build corporate identity globally.

Sisco, Hilary Fussell Quinnipiac University. *Breaking the glass ceiling: Women Leaders in Public Relations.*

Although women have become the majority in public relations, they comprise only 20% of senior leadership positions (Fitzpatrick, 2013). In-depth, semi-structured interviews with female leaders in public relations explores the gender disparity in the field, career paths through the technician/manager dichotomy, and suggestions for future women in public relations.

Sisson, Diana C., Auburn University. *Fake News & Authenticity: A Study of National Animal Welfare Donors' Information Verification on Social Media.*

Guided by literature on fake news, deception detection, information verification, and authenticity, this study employs an online survey method to examine perceptions of ethical variables of authenticity and information verification practices among national animal welfare organization donors (n=1,033) in a Qualtrics panel. Practical and theoretical implications are offered.

Smith, Brian G., and **Staci B. Smith**, Purdue University. *Social Media Attacks! Crisis Coping as Strategic Relationship Management Principles in Public Relations.*

This study examines crisis coping and resilience in the wake of terrorist attacks in Barcelona and Paris. Results of the quantitative analysis of social media content demonstrate a connection between crisis coping, resilience and social media engagement. Findings suggest the need to add coping support and resilience facilitation as relationship management strategies.

Song, Baobao, Virginia Commonwealth University, and **Xiaomeng Lan**, University of Florida. *Are You Ready for It? Chinese Consumers' Expectations of Corporate Social Advocacy.*

In light of expectation violation theory, this study explores Chinese consumers' expectations for domestic companies' corporate social advocacy on the issue of same sex marriage.

Through structure equation modeling analysis, this study examines the relationship between the violation of Chinese consumers' expectation for corporate social advocacy and organization-public relationships.

Sturgess, Sara, and **Kelli S. Burns**, University of South Florida. *Ending the Silence of Sexual Assault Victims: The #metoo Campaign on Twitter.*

A grassroots movement exploded on Twitter after actress Alyssa Milano invited users who had been sexually harassed or assaulted to tweet with the hashtag #metoo. This study will examine opinion leadership within the context of social network analysis and understand how users engaged with the campaign and others on Twitter.

Suda, Hinako, Hokkaido University (Japan). *The Influence of Organizational Environment on Corporate Messages of Japanese Companies.*

Drawing on organization theories, this study examines the relationship between organizational environment, organizational process, and corporate messages that PR practitioners compose, in the context of Japan. The findings indicate the possible influence of the organizational environment on corporate messages. The moderating effect of PR practitioners' involvement in the integration process will be discussed.

Sweetser, Kaye D., San Diego State University. *Illuminating the Road to a Strategic Campaign: The Value of Measurement.*

Universally PR practitioners philosophically agree about the importance of measurement outlined in the Barcelona Principles. Even so, a number cite barriers to optimizing measurement potential. Using roles theory, this survey examines a national sample of managers and technicians to determine their value of the Principles and use of specific metrics.

Tachkova, Eli, and W. Timothy Coombs, Texas A&M University. *Refining the Intentional Crisis Type: A Dual Threshold Model*.

SCCT used a dual appraisal for crisis types. More recent research in corporate social have raised questions about the need to re-fine the conceptualization of the crisis types by considering a third appraisal of fairness. This study reports the results of research that classifies crises using a triadic appraisal.

Thelen, Patrick D., Katy L. Robinson, and Cen April Yue, University of Florida. *Dialogic Communication and Thought Leadership: Twitter Use by Public Relations Agencies in the United States*.

Guided by the theoretical framework of dialogic principles, a content analysis that compared how 117 Twitter profiles maintained by U.S. headquartered agencies are using this platform was conducted. Tweets were analyzed to better understand their content strategies and implemented dialogic principles. Additionally, this study placed a special emphasis on thought leadership.

Tsai, Wan-Hsiu Sunny, Weiting Tao, Ching-Hua Chuan, and Cheng Hong, University of Miami. *A Social Network Analysis of Politically Motivated Social Media Advocacy on Twitter*.

This study used social network analysis to examine how consumers' politically motivated advocacy is communicated across different interaction networks on Twitter. Its findings expanded our understanding of how social media shape the networked public discourse to facilitate or inhibit conversations between publics of divergent ideological orientations.

Twomey, Sarah, McMaster University (Canada). *The Role of Investor Relations as An Intermediary of Financial Literacy in Canada*.

Most Canadians get a failing grade in financial literacy, despite the implementation of governmental programs and messages. Perhaps there is a role for a specially designated public relations professional with financial proficiency who bridge the disconnect? In fact, such a role may already exist: the investor relations officer.

Uysal, Nur, DePaul University. *Employee Activism on Climate Change: How Stakeholder Salience Affects Activism Outcomes*.

This study applies Stakeholder Salience Theory in management literature to explore the factors that influence the employee activism campaigns on climate change. The article contributes to public relations research by advancing Stakeholder Salience Theory as an explanatory framework of the employee activism outcomes and by providing practical insights into corporate-employee activist engagement strategies.

Varma, Tulika, University of North Florida. *A Framework for Mapping Crisis-Mitigating Strategies to the Online Curated Flows of Information: An Exploratory Study*.

The focus of this study is to understand how the curated flows of information within a variety of networked actors during a crisis shapes the online media content about an organization and how PR strategists can take charge of these phases to effectively manage the crisis.

Varma, Tulika, University of North Florida. *Examining the Role of Leadership on Reputation during a Crisis: The Case of United and Delta Airlines*.

This study analyzes the cases of United Airlines and Delta airlines within the “responsibility compass,” to explore the differential levels of application of the model on its impact on the reputation capital as measured by changes to their respective share prices.

Veil, Shari R., University of Kentucky, **Chelsea L. Woods**, Virginia Tech University, and **Dave Hecht**, U.S. Naval Air Force Atlantic. *Creating a Media Experience: The U.S. Navy’s “Sailor for a Day” Campaign.*

This study demonstrates how creating a unique life experience for a reporter can result in significant positive media coverage. Specifically, we examined the U.S. Navy’s “Sailor for a Day” campaign that invited media to experience a day in the life of a U.S. Navy Sailor aboard an aircraft carrier.

Viramontes, Adrienne, University of Wisconsin-Parkside. *Public Relations as Praxis: A Continuum of Theory, Practice, and Skill.*

This study focuses on the relationship between PR curriculum and job preparedness. Survey data is analyzed in order to illuminate how/if the curriculum matters and to understand the possibility that there is no such thing as a superior PR program because of the way that PR functions and is executed.

Vujnovic, Marina, Monmouth University, and **Dean Kruckeberg**, University of North Carolina at Charlotte. *Harvest of Shame: Public Relations Education in the 21st Century.*

Public relations educators and their universities benefit from large student enrollments, as do employers who exploit this over-supply from which they can choose while offering low salaries. Are educators complicit in exploiting students through the promise of lucrative professional careers that likely will remain unattainable for significant numbers of graduates?

Wakefield, Robert, Brigham Young University, and **Devin Knighton**, Purdue University. *Audiences, Publics, Stakeholders, and Residuals: Building a More Definitive and Crucial Understanding of Public Relations Terminology in the Era of Social Media.*

Public relations is failing to distinguish between audiences and publics in today’s mega-marketing era while the business literature discusses “brand publics.” This article presents a content analysis of the literature and introduces residual publics, which describes unintended recipients of messages that can be identified through social network analysis.

Weissman, Paula L., **Gemma Puglisi**, **Dario Bernardini**, and **Joseph Graf**, American University. *Disruption in the Master’s Degree Marketplace: Online Public Relations & Strategic Communication Programs.*

Online graduate degrees are on the rise, particularly for programs that serve the professional workforce. This study is the first to report on the scope and status of online master’s programs in public relations and strategic communication and examine their implications for graduate education.

Wilbur, Douglas S., and **Yue Tang**, University of Missouri at Columbia. *Theory Meets Practice: Updating the Contingency Theory of Conflict Management with Insights from an Adroit Practitioner.*

This project explores how the findings of inductively gathered practical research findings from a highly experienced and effective public relations practitioner can be integrated into the Contingency Theory of Conflict Management. Specifically, whether the academic literature supports adding his strategy categories can be added to the contingency continuum as new stances.

Windholz, Benjamin, and **Kathleen Ambrose**, University of Kentucky. *What Happens When Organizations Lie: Deception, Reputation, and the “Lie Bias” Among Stakeholders.*

Expanding situational crisis communication theory, this study examines the role of stakeholder perceptions in determining organizational falsehood through transparency, disclosure, and discourse. After analyzing case studies of three unique contemporary crises involving varying degrees of deception, a “lie bias” based in situational factors is proposed as a new construct.

Wolfkiel, Russell, Laura Kerimova, Scott McCann, and Tara Volz, San Diego State University. *Cause Organizations Practicing PR on the Edge: Effect of Source Credibility on Fringe Idea Acceptance in Social Media.*

PR practitioners for cause organizations seek to move “fringe” ideas into mainstream acceptance. Using principles from agenda setting, this experiment examines the impact of social media on mainstream acceptance of “fringe” ideas by manipulating sources of information via social media. Sources include a trusted personal contact and a celebrity.

Won, Jiyoung, Namyoon Lee, and Sungkyoung Lee, University of Missouri, Columbia. *Effects of Expressing Emotion and Altering Logo Color in Organizational Crisis Responses.*

By employing a 2 (expression of sadness: presence vs. absence) x 2 (logo color: standard vs. black-and-white) x 4 (message presentation order) mixed factorial experimental design, this study examines how expressing sadness and using a black-and-white logo in crisis response messages would impact message audiences’ response and organizational reputation.

Woods, Chelsea L., Virginia Tech. *The Outsiders: Understanding How Activists Challenge and Change Corporate Behavior.*

Although activists increasingly target corporations and these firms’ reputations, public relations research on these critical publics lags behind practice. Drawing from interviews with activist practitioners, this study introduces the Corporate Campaign Model, which depicts and describes the various phase of activists’ corporate campaigns, depending on the target firm.

Wright, Donald K., Boston University, and **Michelle Drifka Hinson**, NxGen Global. *A Longitudinal Study Tracking Social and Digital Media Use in Public Relations Practice During the Past 13 Years.*

Our 13th annual web-based survey finds social and other digital technologies continue to impact and change public relations practice. The 2018 results indicate Facebook is used more than any other social media platform followed closely by Twitter and the amount of time PR people are spending working with social or digital media continues to increase

Xiong, Ying. University of Tennessee. *Airbnb Hosts as Intercultural Mediators: How Citizen Diplomats Negotiate Country Image and Anti-Americanism.*

The purpose of the study was to extend the literature of citizen diplomats and to understand how citizen diplomats negotiate country images and anti-Americanism sentiment. The Airbnb hosts were considered as intercultural mediators. Airbnb hosts who had experiences in hosting foreign visitors were invited as interviewees in this study.

Yook, Bo Ra, University of Miami. *The impact of Crisis Response Strategies on Corporate Reputation and Consumers’ Purchase Intentions.*

This study examines the impact of corporate response strategies on consumers’ behavioral intentions and corporate reputation by applying the Situational Crisis Communication Theory (SCCT). Findings and implications will be discussed.

Zhang, Lin, University of Florida. *Differences in CSR Communication among Agencies’ Websites: A Study of Public Relations and Communications Agencies*

This paper investigates differences in CSR communication among public relations and

communications agencies in the US, China, Japan, and the UK, specifically differences in CSR strategies and levels of online CSR disclosure. The paper fills a gap in the scholarly literature regarding CSR communication by public relations and communications agencies.

Zhao, Xinyan, Hong Kong Baptist University (Hong Kong), **Mengqi Zhan, Jung Kyu Lim**, and **Brooke F. Liu**, University of Maryland. *How do Social Media Influentials Gain Influence in Different Types of Crises? Examining Influentials in Eight Organizational Crises with Twitter Big Data.*

This paper examines social media influentials in eight organizational crises with large scale Twitter data. Through a content analysis on 2,000 Twitter influentials and their posts, we examine whether there are different types of influentials in different types of crisis and how these influentials communicate to gain influence.