

**Florida State University School of Communication**  
**Graduate Student Scholarly Output Oct. 2017-Nov. 2018**

- Arpan, L., **Bravo, O., Ray, E.C., Sellers, N.** (2018, November). *The Influence of User-Generated Public Service Announcements on Pro-environmental Behavioral Intentions*. Paper presented at National Communication Association Conference, Salt Lake City, Utah.
- Arpan, L., **Wu, Y.**, Rhodes, N., & Nilsson, A. (2018, May). *Enhancing Personal Norm Accessibility via Simple Video Game Play and Related Influence on Pro-Environmental Behavior*. Paper presented at International Communication Association Conference, Prague, Czech Republic.
- Bagdy, L. M., Dennen, V. P., Rutledge, S. A., **Rowlett, J. T.**, & Burnick, S. (2018, July). Teens and Social Media: A Case Study of High School Students' Informal Learning Practices and Trajectories. In *Proceedings of the 9th International Conference on Social Media and Society* (pp. 241-245). ACM.
- Bravo, O.** & Chapa, S. (2018, March). *Ethnocentrism and xenocentrism's role in Jamaicans' product evaluations and purchase intention*. Presented at the Association of Marketing Theory and Practice Conference, Ponte Verde, FL, 2018.
- Bravo, O.** & Diwanji, V. (2018, February). *Measuring the impact of celebrity licensing versus celebrity endorsement in two cricketing nations – India and the West Indies*. Presented at the South Asian Media and Cultural Studies Conference, Florida State University, FL, 2018.
- Chapa, S., & **Sawicki, S.** (2018, Mar.). *An understanding of culture in Hispanic Marketing and Media Consumption*. Presented at the American Association of Hispanics in Higher Education, Irvine, CA.
- Clayton, R. B., Lang, A., Leshner, G., Quick, B. L., **Hendrickse, J.**, Secharan, R., & Wilde, M. (2017, November). *Fight or flight? Testing psychological reactance theory with the LC4MP and trait motivational reactivity*. Paper presented at the meeting of National Communication Association (NCA), Communication and Social Cognition Division, Dallas, Texas.
- Clayton, R. B., Keene, J. R., Leshner, G., Lang, A., **Ellis, A., Hendrickse, J.**, Secharan, R., & Wilde, M. (2018, May). *Exposure to Secondhand Smoke Anti-Tobacco Messages and Cognitive and Emotional Responses: Role of Smoking Status*. Paper presented at the meeting of International Communication Association (ICA), Information Systems Division, Prague, Czech Republic.
- Clayton, R. B., Raney, A. A., Dale, K., Oliver, M. B., Janicke, S., **Hendrickse, J, Seibert, J,** Secharan, R., & Wilde, M. (2018, May). *Feeling Transcendent?: Measuring Psychophysiological Responses to Self-Transcendent Media Content*. Presented at the meeting of International Communication Association (ICA), Communication Science and

Biology Division, Prague, Czech Republic.

Dennen, V. P., Rutledge, S. A., Bagdy, L. M., **Rowlett, J. T.**, & Burnick, S. (2018, July).

Avoiding Drama: Student and Teacher Positioning within a School's Social Media Ecosystem. In *Proceedings of the 9th International Conference on Social Media and Society* (pp. 271-275). ACM.

**Diwanji, V.** (2018, February). *Of the consumers, by the consumers, for the consumers: A comparison of user generated branding versus brand generated content on ecommerce shoppers' purchase intentions in India and the United States*. Paper presented at the South Asian Media and Cultural Studies Conference, Tallahassee, Florida.

**Diwanji, V. & Koushik, K.** (2018, July). "*Chrome-caste*"-Oppression through the act of Googling: Content analysis of search engine results. Paper presented at Asian Media Information and Communication Centre Conference, Manipal, India.

**Diwanji, V. & Saleem, A.** (2018, July). *Content analysis of the Live online chat between the Indian and Pakistani cricket fans*. Paper presented at Asian Media Information and Communication Centre Conference, Manipal, India.

**Diwanji, V.** (2018, November). *Communication Technology at Play in a Higher Education Context: A Mixed-Methods Approach to Website Usability Testing*. Paper presented at National Communication Association Conference, Salt Lake City, Utah.

**Koushik, K.,** Proffitt, J. (2019). Global Capital, global labor, global dominance: The case of XXX: Return of Xander Cage. *The International Journal of Media and Cultural Politics* [Forthcoming 2019]

Hou, J., Tang, T., Annis, C., **Wu, Y.**, Arghandeh, R., Ozguven, E. (2018, November). *The road toward Smart Cities: A focus group study on citizens' perceptions and use of mobile applications for city management*. Paper presented at the National Communication Association annual conference, Salt Lake City, Utah.

Hou, J., **Wu, Y.**, & Harrell, E. (2018, May). *Reading on paper and screen among senior adults: cognitive map and technophobia*. Paper presented at International Communication Association annual conference, Prague, Czech Republic.

Hou, J., **Wu, Y.**, & Harrell, E. (2017). Reading on paper and screen among senior adults: cognitive map and technophobia. *Frontiers in Psychology*, 8: 2225. doi: 10.3389/fpsyg.2017.02225

- Huse, L.K.**, Wendorf Muhamad, J. (2018, February). *Developing a participatory and community-based intervention within Appalachia*. Presented at the annual frank Gathering, Gainesville, Florida.
- Huse, L.K.**, Wendorf Muhamad, J. (2018, March) *Continuing to develop a participatory and community-based intervention within Appalachia*. Presented at the Appalachian Studies Association Conference, Cincinnati, OH.
- Huse, L.K.** (2018, June) *Health care access attitudes and behaviors in Appalachia: Developing a CBPR interactive intervention*. Paper presented at the annual meeting of International Association for Media and Communication Research, Eugene, OR.
- Huse, L.K.** (2018, November) *Am I Appalachian? Sensemaking of Appalachian Identity through Personal, Cultural, and Media Interactions*. Paper presented at National Communication Association Conference, Salt Lake City, Utah.
- Jaroszynski, S.O.** (2019, July). "La Facultad" as Rhetorical Agency in Ukrainian Populist Resistance: Applying Gloria Anzaldua's Concept to Oksana Zabuzhko's Fieldwork in Ukrainian Sex. Paper accepted for the annual conference of International Society of the History of Rhetoric, New Orleans, LA.
- Oehme, K., Perko, A., Clark, J., **Ray, E.C.**, Arpan, L., & Bradley, L., (2018, available online in advance of print). A Trauma-Informed Approach to Building College Students' Resilience. *Journal of Evidence-Based Social Work*. DOI: 10.1080/23761407.2018.1533503
- Pope, S.** (2018, October). *TIME: The Kalief Browder Story, how a community-based documentary produced by three independent companies broke through the mainstream barriers to entry*. Presented at the Third International Communication & Media Studies Conference, Berkeley, CA, 2018.
- Ray, E.C.**, Merle, P.F. (2018, May). *Can Reason Save Your Reputation in a Crisis?: How a Rational Crisis Response is Perceived by Highly Involved Citizens in a Health Crisis*. Paper presented at International Communication Association Conference, Prague, Czech Republic, May 2018.
- Reed, A. & Koushik, K.** (2018, June). *Hollywood's Contradictory Year: 2017's "Star Wars: The Last Jedi," "Beauty and the Beast," and the Modern Commodification of Women's Social Movements.* Paper presented at the annual conferences of the International Association for Media and Communication Research, Eugene, Oregon.
- Reed, A.** (2018, March). *More human than humans': Identity, personhood, and reproductive politics in "Blade Runner 2049*. Presented at the annual conference of the National Popular Culture Association, Indianapolis, Indiana.

**Reed, A.** (2017, Oct.). *Discovering the liminal female body in "Under the Skin."* Presented at the annual conference of the Popular Culture Association in the South, Savannah, Georgia. - Panel chair

**Reed, A.** (2018, Feb.). *"Interstellar," manifest destiny, and the extension of the Holocene.* Presented at the annual New York University Graduate Student Cinema Studies conference, New York, New York.

**Rowlett, J. T.** (2017, November). *You can't vote for Trump if you're flat-chested: A critique of sexism used in Twitter hashtag #WomenForTrump.* Presented at the National Communication Association Conference, Dallas, TX, 2017.

**Rowlett, J. T.** (2017, November). *Sorry Libs, Not Today: An analysis of Twitter discourse following the Ohio State University Attack.* Presented at the National Communication Association Conference, Dallas, TX, 2017.

**Rowlett, J. T.** & Harlow, S. (2018). Selfies and Sensationalism on the Campaign Trail: A Visual Analysis of Snapchat's Political Coverage. *Visual Communication Quarterly*, 25(2), 82-92.

Saleem, A., Lee, J., & **Wang, C.** (2018, November). *Not a child's play anymore: An analysis of green consumerism among College-Going Youth.* Paper presented at National Communication Association Conference, Salt Lake City, Utah, November 2018.

**Sawicki, S.,** & Chapa, S (2018, March). *Growing Apart: Collectivism and Acculturation.* Presented at the American Marketing Theory and Practice conference, Jacksonville, Florida.

**Seibert, J.,** & Shafer, D. M. (2018). Control mapping in virtual reality: effects on spatial presence and controller naturalness. *Virtual Reality*, 22(1), 79-88.

**Seibert, J.** (2018, Oct.) *Racial Diversity in the Fighting Game Community.* Presented at the annual Meaningful Play conference, East Lansing, Michigan.

**Sellers, N.** (2018, November). *Pruitt and the Press: Coverage of EPA Administrator Scott Pruitt by the Press.* Paper presented at National Communication Association Conference, Salt Lake City, Utah.

**Stewart, C.M.** (2018, November). *The Implications of Space and Mobility in James Cameron's Titanic.* Presented at the National Communication Association Conference, Salt Lake City, UT.

**Stewart, C.M.** (2018, October). *First Wives Advocacy Facebook Page: An Analysis of Forms of Engagement.* Presented at the Florida Communication Association Conference, Orlando, FL.

**Stewart, C.M.** (2018, October). *The Financial Impact of Divorce on Women.* Presented

at the Florida Communication Association Conference, Orlando, FL.

Tang, X., Bayona, M., Chapa, S., & **Sawicki, S.** (2018). Hedonic and utilitarian motivations for coffee consumption: Comparing Hispanic and Asian coffee drinkers in the USA. *Journal of Cultural Marketing Strategy*, 3(1), 10-20.

**Wang, C.**, & Lee, J. (2018) Doing right matters in doing good: The role of CSR fit on building company credibility and reputation through consumer attributions. *Journal of Leadership, Accountability and Ethics*, 15(1), 11-28.

Wendorf Muhamad, J., & **Sawicki, S.** (2017, Oct.). *Code-switching and the impact on effective hand-off communication processes*. Presented at the International Conference on Communication in Healthcare, Baltimore, MD.

Wiggins, B. E., **Rowlett, J. T.**, & Tristano, M. (2018, May). *Together on the construction of LGBTQ identity online using memes*. Paper presented at International Communication Association Conference, Prague, Czech Republic, May 2018.

**Yan, S.** & Chapa, S. (2018, March). *What Happens After You Are Shocked? An Investigation of Emotional Response, Brand Attitude, Attitude toward AD and Purchase Intention of Shock Advertising in Chinese Consumers*. Presented at the Association of Marketing Theory and Practice Conference, Ponte Verde, FL.