



**Athens Institute for Education and Research**  
*A World Association of Academics & Researchers*



**15<sup>th</sup> Annual International Conference on Communication and Mass Media, 8-11 May 2017, Athens, Greece**

Organized by the **Mass Media & Communication Research Unit**

Sponsored by the **Athens Journal of Mass Media and Communications**

**Conference Venue: Titania Hotel, 52 Panepistimiou Avenue, Athens, Greece (close to Omonoia metro station)**

**Monday 8 May 2017**

**08:00-09:00 Registration and Refreshments**

**09:00-09:30 (Room B -Mezzanine Floor) Welcome and Opening Address**

Gregory T. Papanikos, President, ATINER.

**09:30-11:30 Session I (Room A): Sports, Communication & Marketing**

**Chair:** Vasillis Skianis, Research Fellow, ATINER.

1. Andreas Hebbel-Seeger, Professor and Head of Media School at Campus Hamburg, Macromedia University, Germany. 360 Degrees Video and VR for Training and Marketing within Sports.
2. Panos Pardalos, Distinguished Professor, University of Florida, USA, Konstantinos Gakis, Adjunct Assistant Professor, University of Florida, USA, Chang-Hwan Choi, Research Professor, Korea National Sport University, South Korea & Jae-Hyeon Park, Associate Professor, Korea National Sport University, South Korea. Simulation of a Probabilistic Model for Multi-Contestant Races.
3. Peter Kexel, Lecturer, Accadis University of Applied Sciences, Germany, Florian Pfeffel, President, accadis University of Applied Sciences, Germany & Kyung-Yiub Lee, Team Director U21, German Football Association, Germany. Does Youth Tournaments such as *UEFA under 19 European Football Championship* in Germany 2016 Influence Public's Perception of the German Football Association (DFB).
4. Antonio Moreno Pessoa, Economist, Universidade Federal de Alagoas (UFAL), Brazil & Keuler Hissa Teixeira, Universidade Federal de Alagoas (UFAL). A Study on Pricing of the Footballers' Transfers in the Top 4 European Leagues in the 2015/2016 Season.

**09:30-11:30 Session II (Room B-Mezzanine Floor): Social Media I**

**Chair:** Olga Gkounta, Researcher, ATINER.

1. Neill Fitzpatrick, Professor, MacEwan University, Canada. Media Manipulation 2.0 – The Impact of Social Media on News, Competition, and Accuracy.
2. Berrin Yanikkaya, Professor, Vice Dean of School of Communications and Head of Department of Rd. TV and Cinema, Yeditepe University, Turkey. Standing Up to the Power: Resistant Women Images in Social Media.
3. Marusa Pusnik, Associate Professor, University of Ljubljana, Slovenia. Cultural Racism and the Populist Media Discourse: From the Refugees to the Threatening Immigrant Muslims.
4. Cynthia Correa, Assistant Professor, University of Sao Paulo, Brazil. Digital Activism via Social Media: Brazilian Students' Empowerment through the Facebook Page Fernao Dias Paes Resistance School.
5. Di Wang, Assistant Professor, Macau University of Science and Technology, Macau. The Use of the Modified Protection Motivation Theory to Predict Privacy Protection Behaviours on Social Networking Sites.

<b>11:30-13:30 Session III (Room B-Mezzanine Floor): Journalism I</b>	<b>11:30-13:30 Session IV (Room C-Mezzanine Floor): Technology</b>
<b>Chair:</b> Cynthia Correa, Assistant Professor, University of Sao Paulo, Brazil.	<b>Chair:</b> Berrin Yanikkaya, Professor, Vice Dean of School of Communications and Head of Department of Rd. TV and Cinema, Yeditepe University, Turkey.
<ol style="list-style-type: none"> <li>1. Catherine Collins, Professor, Willamette University, USA. Internment Camp Newspapers: Promoting Americanism and Patriotism During WWII.</li> <li>2. Amiee Shelton, Associate Professor and Program Director, Roger Williams University, USA. A Qualitative Study of the Ethical Dimensions of Brand Journalism.</li> <li>3. Marquita Smith, Associate Professor, John Brown University, USA &amp; Gilbert Tietaah, Lecturer, University of Ghana, Ghana. Media Coverage of Meningitis in Ghana: A Content Analysis of Graphiconline and Myjoyonline.</li> <li>4. Hatem Alsridi, Assistant Professor, University of Bahrain, Kingdom of Bahrain. Online News and Young Adults in Bahrain: Patterns of Use and Gratification.</li> <li>5. Yi Guo, PhD Candidate, Macquarie University, Australia. From Scattered Ideas to Concept: The Chinese Reception of Western Press Freedom in Modern Chinese History.</li> </ol>	<ol style="list-style-type: none"> <li>1. <u>Nazli Aytuna</u>, Associate Professor, Galatasaray University, Turkey &amp; Yesim Capraz, Graduate Student, Galatasaray University, Turkey. Digital Media Literacy: The Elderly's Internet Usage in Turkey.</li> <li>2. Kristen Hark, Assistant Professor, Liberty University, USA. Mediated Communication: How Public, Digital Conversation Shapes Interpersonal Communication.</li> <li>3. Elizabeth Stoycheff, Assistant Professor, Wayne State University, USA. To Censor and Surveille: The Effect of Suppression Technologies on Public Opinion.</li> <li>4. Lili Lei, Lecturer, Dalian University of Technology, China. The Control of Expression in New Media Era: A Research Based on Real-Name System in China.</li> <li>5. Bhanu Bhakta Acharya, PhD Scholar / Researcher, University of Ottawa, Canada. A Systematic Literature Review on Immigrants' Motivation for ICTs Adoption and Use.</li> </ol>

**13:30-14:30 Lunch**

<b>14:30-16:30 Session V (Room B-Mezzanine Floor): Advertising &amp; Public Relations</b>	<b>14:30-16:30 Session VI (Room C-Mezzanine Floor): Television, Radio &amp; Music</b>
<b>Chair:</b> Catherine Collins, Professor, Willamette University, USA.	<b>Chair:</b> Kristen Hark, Assistant Professor, Liberty University, USA.
<ol style="list-style-type: none"> <li>1. <u>Fred Beard</u>, Professor, Gaylord College, University of Oklahoma, USA &amp; Nazmul Rony, PhD Student, University of Oklahoma, USA. Identifying Competitors in Advertising: Comparing the Views of U.S. Corporate and Ad Agency Professionals.</li> <li>2. <u>Inci Cinarli</u>, Associate Professor, Galatasaray University, Turkey &amp; Halime Yucel Bourse, Associate Professor, Galatasaray University, Turkey. Framing "Rational Use of Medicine": Comparative Content Analysis of Turkish Public and Private Sector's Health Communication Campaigns.</li> <li>3. Banu Mujde Karsak, Associate Professor, Galatasaray University, Turkey. Changing Logo and the Relationship between Corporate Identity and Corporate Image: Renault Case-Study.</li> <li>4. Nagwa Fahmy, Associate Professor, Zayed University, UAE. Using Twitter in Promoting and Branding UAE Cities.</li> <li>5. Gaye Asli Sancar, Assistant Professor, Galatasaray University, Turkey. Press Releases as a Tool of Media Relations: An Analysis towards Public Relations News on Newspapers.</li> </ol>	<ol style="list-style-type: none"> <li>1. John Pavlik, Professor, Rutgers University, USA. Austria's Legacy in Early Radio Broadcasting: Lessons for Audio Media in the 21<sup>st</sup> century.</li> <li>2. Miriam Berg, Assistant Professor, Northwestern University in Qatar, Qatar. Social and Cultural Factors in the Success of Turkish Drama Series among Arab Audiences in Qatar.</li> <li>3. Murad Ozdemir, Assistant Professor, Galatasaray University, Turkey. Hearing the Ghosts: An Ethnography of Turkish Television Serial Music Production.</li> <li>4. Azza Ahmed, Professor, Abu Dhabi University, UAE. Binge TV Watching among Emiratis: Its Uses and Possible Effects.</li> </ol>

<b>16:30-18:30 Session VII (Room B-Mezzanine Floor): Sports, Education &amp; Literacy</b>	<b>16:30-18:30 Session VIII (Room C-Mezzanine Floor): A Panel on Community Media</b>
<b>Chair:</b> Elizabeth Stoycheff, Assistant Professor, Wayne State University, USA.	<b>Chair:</b> Genevieve A. Bonin, Academic Member, ATINER & Associate Professor, University of Ottawa, Canada.
<ol style="list-style-type: none"> <li>1. Blerina Gjerazi, Head of Reporting and Statistics Department, General Directorate of Prisons, Ministry of Justice, Albania &amp; Rejnaldo Gjerazi, Head of Trainers, Sport Club Tirana, Albania. Sport as a Mean of Communication for Prisoners.</li> <li>2. Madhusri Shrivastava, Associate Professor, Indian Institute of Management Indore, India. Looking Back with Pride: Teaching Management Lessons through Revivalist Media Texts.</li> <li>3. Sema Misci Kip, Associate Professor, Izmir University of Economics, Turkey &amp; Haluk Mesci, Lecturer, Izmir University of Economics, Turkey. Actual Work Experience in Advertising Education: An Improvement on 'Student-run' Ad Agency Model.</li> <li>4. <u>Iain Macpherson</u>, Assistant Professor, MacEwan University, Canada &amp; <u>Lucille Mazo</u>, Chair, Department of Communication Studies, MacEwan University, Canada. A Strategic Communication Model for Sustainable Initiatives in Higher Education Institutions.</li> </ol>	<ol style="list-style-type: none"> <li>1. Lee Artz, Professor, Purdue University Northwest, USA. Political Power, Democracy, and Community Media.</li> <li>2. Marc Edge, Associate Professor, University of Malta, Malta. Financialization of Canadian Media.</li> <li>3. <u>Yuan Zhang</u>, Assistant Professor, Westfield State University, USA, Yifeng Lu, Chinese Petroleum University, China, Yubin Wang, Jiangxi University of Finance and Economics, China &amp; Yan Jin, University of Georgia, USA. <a href="#">Framing Depression on Chinese Social Media: The Role of Media Organizations, Mental Health Institutions, and a Citizen Support Group.</a></li> <li>4. Netra Timilsina, PhD Student, University of Canterbury, New Zealand. Community Radio: An Alternative Platform to Mainstream Media for Migrant Communities in New Zealand.</li> <li>5. Genevieve Bonin, Associate Professor, University of Ottawa, Canada. The Faces of non-Profit Radio in Canada.</li> </ol>
<i>This session is jointly offered with the Sports, Leisure &amp; Recreation Research Unit</i>	

<b>18:30-20:00 Session IX (Room A-Mezzanine Floor): Roundtable Discussion on Fake News and Fake Facts: Euro-Exits, USA-Exits and the Brexit</b>
<b>Chair:</b> Gregory T. Papanikos, President, ATINER.
<ol style="list-style-type: none"> <li>1. Edge Marc, Associate Professor, University of Malta, Malta. <i>"Fake News is Nothing New and Nothing That Can't Be Fixed"</i></li> <li>2. Lee Artz, Professor of Media Studies, Director of Graduate Studies for the Department of Communication and Creative Arts and Co-Director of the Center of Global Studies, Purdue University Northwest, USA. <i>"Fake News, Real Problems: Spin and Propaganda from Clinton to Trump"</i></li> <li>3. Neill Fitzpatrick, Assistant Professor, MacEwan University, Canada. <i>Under Siege: Journalism's Struggle to Survive in the Post-Truth Era.</i></li> <li>4. Madhusri Shrivastava, Associate Professor, Indian Institute of Management Indore, India. <i>Blurry Lines and Sharp Divides: India's Encounter with Fake Facts.</i></li> <li>5. Anda Rozukalne, Associate Professor and Head of Communication Studies Department, Riga Stradins University, Latvia. <i>Latvian model of disinformation: Russian speaking media, invented failure stories and the hyperactive Internet trolls.</i></li> </ol> <p>For details on the discussion please, <a href="#">click here</a>.</p>

**21:00-23:00 Greek Night and Dinner (Details during registration)**

## Tuesday 9 May 2017

### 07:30-10:30 Session X (Room A-Mezzanine Floor): An Educational Urban Walk in Modern and Ancient Athens

**Chair:** Gregory Katsas, Vice President of Academic Affairs, ATINER & Associate Professor, The American College of Greece-Deree College, Greece

Group Discussion on Ancient and Modern Athens.

Visit to the Most Important Historical and Cultural Monuments of the City (be prepared to walk and talk as in the ancient peripatetic school of Aristotle)

(Note: The simple registration fee of the conference does not cover the cost of this session. More details during registration).

### 11:30-13:30 Session XI (Room B-Mezzanine Floor): Journalism II

**Chair:** Lee Artz, Professor, Purdue University Northwest, USA.

1. Holger Sievert, Professor and Head of Media School, Macromedia University, Germany. Professional Social Media Usage among Journalist – New Findings and some Consequences.
2. Aysun Akan, Lecturer, Izmir University of Economics, Turkey. Journalism without Principles: Turkish Press Coverage of Syrian Conflict.
3. Lauriane Tremblay, MSc Student, University of Ottawa, Canada, Genevieve Bonin, Associate Professor, University of Ottawa, Canada, Heather Rollwagen, Assistant Professor, Ryerson University, Canada & Ivor Shapiro, Professor, Ryerson University, Canada. Canadian Francophone Journalists' Perceptions of Their Professional Roles and Identity.
4. Ethan McAlear, MSc Student, University of Ottawa, Canada & Genevieve A. Bonin, Assistant Professor, University of Ottawa, Canada. Bring Back Our Girls: A Content Analysis of Global Newspaper Coverage of the Kidnapping of the Chibok Girls.

### 11:30-13:30 Session XII (Room C-Mezzanine Floor): Political & Social

**Chair:** Marc Edge, Associate Professor, University of Malta, Malta.

1. Lucille Mazo, Chair, Department of Communication Studies, MacEwan University, Canada, Scott Archer, Undergraduate Student, MacEwan University, Canada, Jamie Malbeuf, Undergraduate Student, MacEwan University, Canada, Taylor Merkley, Undergraduate Student, MacEwan University, Canada & Amanda Seymour-Skinner, Undergraduate Student, MacEwan University, Canada. Gender Bias in Canadian Politics: A Content Analysis of a Canadian Prime Minister's Speeches in 2015.
2. Chris Underation, Associate Professor, Liberty University, USA. Fact or Fable: What Makes Negative Political Ads Effective?
3. Xiaoping Li, Professor, Okanagan College, Canada. Champions of Neoliberalism: A Case of Chinese Language News Discourse in Canada.
4. Bradley Wilson, Assistant Professor, Midwestern State University, USA. The Press and Coverage of Overpopulation: Media Ignore the most Important Problem facing the World Today.
5. David Mekelberg, Lecturer, Yezreel Valley College, Israel. Softer Power: Civil Society in World Politics.
6. Barack Bar-Zohar, PhD Student and Research Assistant, University of Haifa, Israel. Death Coverage of Political and Cultural Leaders in Israeli Newspapers 1904 – 1995.

### 13:30-14:30 Lunch

### 14:30-16:00 Session XIII (Room B-Mezzanine Floor): Social Media II

**Chair:** Holger Sievert, Professor and Head of Media School, Macromedia University, Germany.

1. Hee Rah Ryu, MSc Student, Konkuk University, South Korea, Eun Hyeong Jin, PhD Student, Konkuk University, South Korea, Yongsuk Hwang, Professor, Konkuk University, South Korea & Hye Ryung Roh, PhD Student, Konkuk University, South Korea. A Comparison of the Topic Structure between Twitter and Online News during the 2016 Gyeongju Earthquake Disaster in South Korea using LDA based topic Modeling Technique.
2. Fred Mayford Ideh, Media Officer, Office of the Provost Isaac Boro, College of Education, Nigeria. Managing Information through Effective Interpersonal Relationships and Skills: The Nollywood Angle.

### 14:30-16:00 Session XIV (Room C-Mezzanine Floor): Media Images & Film

**Chair:** George Pavlou, Scientific Collaborator, European University Cyprus, Cyprus.

1. Jeanne Clark, Associate Professor, Willamette University, USA. Filming Cast Lead: Authenticity and Authority in the Mediation of War.
2. Zvi Bar'el, Senior Lecturer, Sapir Academic College, Israel. Tahrir Square: From Place to Space, Geography of Representation.

**16:00-17:30 Session XV (Room B-Mezzanine Floor): Social Media III****Chair:** Chris Underation, Associate Professor, Liberty University, USA.

1. Rolando Marini, Associate Professor, University for Foreigners of Perugia, Italy, Giada Fioravanti, Post Doc Researcher, University for Foreigners of Perugia, Italy & Giulia Graziani, PhD Student, University of Rome “La Sapienza, Italy. Looking at the Public Space: Young People, Social Media, and the Political Field.
2. Elgiz Yilmaz Altuntas, Associate Professor, Galatasaray University, Turkey. Understanding and Adoption Social Media Tools and Their Effects across Brand’s Strategies in Turkey.
3. Christina Paschyn, Assistant Professor, Northwestern University in Qatar, Qatar. Challenging Taboos: Analyzing Qatari Women’s Usage of Visual and Social Media.
4. Najmuddin Rasul, Senior Lecturer, University Andalas, Indonesia. Social Media and Engaged Citizenship Norms with Political Participation of Young Voters in Indonesia.

**16:00-17:30 Session XVI (Room C-Mezzanine Floor): A Panel on Sex and Media****Chair:** Jeanne Clark, Associate Professor, Willamette University, USA.

1. Kathleen Dixon, Professor, University of North Dakota, USA. The Greekness of Rebetissa Sotiria Bellou.
2. Tom Reichert, Professor, University of Georgia, USA, Glenn Cummings, Associate Professor, Texas Tech University, USA & Harrison Gong, Assistant Professor, University of Tampa, USA. Using Eye-Tracking to Map Viewer Attention to Erotic Imagery in Advertising.
3. Carolin Kueppers, Academic Advisor, Bundesstiftung Magnus Hirschfeld, Germany. (M)others – Media Discourses on Sex Work in South Africa.
4. Maryam Rafatjah, Associate Professor, University of Tehran, Iran & Niloofar Hooman, PhD Student, University of Tehran, Iran. An Analysis of the Representation of Iranian Women’s Everyday Life on Instagram
5. Samira van Bohemen, Postdoc, Erasmus University Rotterdam, The Netherlands. Music as a Resource for the Sexual Self: How Young People in the Netherlands use Music for Good Sex.

**17:30-19:30 Session XVII (Room B-Mezzanine Floor): Special Issues****Chair:** Tom Reichert, Professor, University of Georgia, USA.

1. Carmencita Del Villar, Professor, University of the Philippines, Philippines. Correlation between Successful Aging and Selected Socio-Demographic Factors of Filipinos.
2. Linda Kean, Director, School of Communication, East Carolina University, USA & Laura C. Priverda, East Carolina University, USA. Focus Group Discussions among African American Women regarding Media and Expectations about Weight, Food Consumption and Fitness.
3. Francisca Selidonha Pereira da Silva, Professor, Vila Velha University, Brazil. People on TV: A Mediated Public Space.
4. Anda Rozukalne, Associate Professor and Head of Communication Studies Department, Riga Stradins University, Latvia. Why Critical self-Evaluation of Media usage Patterns are Missing Part of Media Literacy? (MEDMAN)
5. Ivan Pogarcic, Assistant Professor, Polytechnic of Rijeka, Croatia. Helpdesk – Real Support or Trouble Location.

**21:00- 22:30 Dinner (Details during registration)**

**Wednesday 10 May 2017**  
**Cruise: (Details during registration)**  
**Mycenae and Epidaurus Visit: (Details during registration)**

**Thursday 11 May 2017**  
**Delphi Visit: (Details during registration)**